



**Hendricks County Convention and Visitors Bureau, Inc.**

**Business Meeting March 27, 2025, 2:00pm – 4:00pm**

**Offices of Visit Hendricks County, 8 W. Main St., Danville, IN 46122**

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|--|--------------------|
| 1. Welcome                             | Julie Callis       |
| a. Introduction – Philip Deiwert       | Jaime Bohler Smith |
| b. Appointment of Board Members        | Julie Callis       |
| c. Election of Officers                | Julie Callis       |
| 2. Consent Agenda                      | Erin Curry         |
| a. Minutes November 14, 2024           |                    |
| b. Hotel Performance Charts            |                    |
| c. Marketing Performance Snapshot      |                    |
| 3. Governance Reports                  | Erin Curry         |
| a. Financials as of December 31, 2024  |                    |
| b. Financials as of February 28, 2025  |                    |
| c. 2025 Proposed Meeting Dates         |                    |
| 4. Destination Leadership Update       | Jaime Bohler Smith |
| a. Strategic Plan Overview             |                    |
| b. Timeline Discussion                 |                    |
| c. 2024 Annual Report                  |                    |
| d. Board Meeting Software Update       |                    |
| 5. Destination Marketing Update        | Kyle Johnson       |
| a. Flavor Fest Campaign Overview       |                    |
| b. Update on RFP Process and Selection |                    |
| 6. Destination Development Update      | Philip Deiwert     |
| a. Introduction                        |                    |
| b. Future look                         |                    |
| 7. Adjournment                         | Erin Curry         |