



Hamilton County Tourism, Inc.

37 E. Main Street, Carmel, IN 46032

The Board of Directors Will Meet:

Friday, February 2, 2018

8:30-10:15 a.m., Board Meeting, HCT Offices, 37 E. Main Street, Carmel

Note this meeting may last 15 minutes longer than normal due to annual meeting.

Mission Statement: We message. We move. We make it fun.

Core Values: Communication, Collaboration, Stewardship, Intelligence and Growth

Note: from 8:15-8:30 a.m., please feel free to come early, grab a more substantial breakfast than normal, and watch our 28 15-second community highlight social and TV promotions that will run during the 2018 season. Breakfast available beginning at 8 a.m.!

ANNUAL MEETING of HAMILTON COUNTY TOURISM, INC.

- I. Welcome John Hughey
Introduction of New Staff Members John Towle, Sports Development Manager and Sandy Allen, Visitor Experience Manager
- II. 2017 KPIs & Year in Review Brenda Myers
- III. Election of Board Members & Officers John Hughey
Proposed Slate of Board Members: Class of 2018-2019
Norman Burns, Conner Prairie; John Hughey, Fishers Arts Council; Gary Miller, Staybridge Suites; Judi Johnson, City of Noblesville; Todd Burtron, City of Westfield; Emily Lovison, Center for the Performing Arts
Executive Committee Proposed Slate of Officers & Banking/401K Trustee Resolutions
Emily Lovison, President; Bob DuBois, Vice President; Jeremy Geisendorf, Secretary
Jeffrey Brown and Andrew Newport, Directors at Large
- IV. Adjourn

REGULAR MEETING OF HAMILTON COUNTY TOURISM

- I. Welcome Emily Lovison
- II. Review of the Minutes of the December Meeting Emily Lovison
- III. Financial Metrics
 - A. Tax Collections Betsy Ekelof
 - B. Lodging Data Brenda Myers
 - C. 2018 Budget Betsy Ekelof
 - D. 2018 KPIs and Goals Tina Rodgers
 - E. Revise Drawdown Amounts to Correct to Bond for 2018 Funding Agreement Betsy Ekelof
- IV. Old Business
 - A. Financial Policy Review (updates/defer to March 2018) Betsy Ekelof
 - B. HCT Office Discussion Karen Radcliff
 - C. Project Updates: Kincaid House, Nickel Plate Heritage RR, White River Study Brenda Myers
- V. New Business
 - A. RFP Results for National PR Firm Ashley Ledford
 - B. Tourism Gives 2018 Operating Grants Sarah Buckner
 - C. 2018 Reaccreditation Karen Radcliff
- VI. Adjourn until **March 2, 2018** Emily Lovison