



Thursday, February 15, 2018
Hamilton County Visitors and Convention Commission
HCCVB, 37 East Main Street, Carmel, IN 46032
HAMILTON COUNTY TOURISM COMMISSION
Minutes of the Meeting

Attending the Meeting: Perry Williams, Andrea Huisden, Donna Prather, Brenda Tolson, Howard Stevenson, Casey Wilson and Christian Renner.

Also attending:

Staff member Brenda Myers and Christine Altman, legal counsel.

I. Welcome

Vice President Donna Prather opened the meeting of the Tourism Commission at 5:49 p.m.

Howard Stevenson introduced himself as a new Fishers appointee, and the other commissioners did the same.

II. Review of the Minutes of the November 2017 Meeting

D. Prather moved approval of the November 2017 regular meeting minutes. Andrea Huisden seconded. Motion passed.

III. Special Presentation

Brenda Myers asked that the agenda be amended to allow for a presentation by Alyssa Prazeau of Context to gather input on the Noblesville Downtown design/planning. Christian Renner moved that the agenda be amended to allow for the presentation. Brenda Tolson seconded. Motion passed.

IV. New Business

A. Officers Election

D. Prather presented the slate of officers for the 2018 calendar year.

Perry Williams, President

Donna Prather, Vice President

Brenda Tolson, Secretary/Treasurer

Howard Stevenson moved that the slate be accepted as presented, there being no other nominations made from the floor.

Christian Renner seconded. Motion passed.

B. Update on Commission Appointments

B. Myers then updated everyone on appointments to the Tourism Commission.

Lisa Hanni, Christian Renner, Andrea Huisden and Donna Prather were reappointed for 2018-2019 by the Hamilton County Commissioners. Howard Stevenson was named a new appointment, also for 2018-2019 by the Commissioners.

C. Sneak Preview: 2018 Video Marketing/Promotion

B. Myers then showcased just a few of the new branding videos created for television/social media platforms in and out of market for the year.

V. Metrics Report

A. 2018 Lodging Tax Receipts

B. Myers reported that January tax deposits (from November sales, paid in December) were gross \$400,309.65, plus an additional \$119,373.19 carryover from 2017 (*but technically not appropriated yet*). This was 2.7% over January 2017 and 2.6% over appropriations budget. February tax deposits were gross \$273,981.31 or 8% over January 2017 and 10% over appropriations. Net for Year with 2017 carryover, less 2018 bond debt service: \$750,043.65.

B. Lodging Data

Weekly Reports Through February 3:

Occupancy is down 13.4% to 47%

ADR holding is down 1.4%

Supply is up 10% and demand down almost 5%

Interesting Things to Note:

US31 Corridor properties demand strongest

I69 Corridor/Noblesville properties really struggling

C. Commission Budget Review

Other than revenue taken in for lodging tax receipts, noted above, little activity has taken place in the Commission budget so far. B. Myers did note that the 2017 financial review had been completed by the auditor and was on its way to the Hamilton County Auditor's and State Board of Accounts offices. She had statements available for everyone to see.

D. HCT Budget Review

B. Myers then presented HCT's estimated 2017 year-end budget performance, noting a profit and loss statement for the year was in their packets:

\$ 4,682,829.00 total revenue

(\$4,494,368.00) total expense

\$ 188,461.00 net

\$ 1,149,252.00 cash on hand

\$ 17,825.00 accounts receivable

\$ 193,236.00 prepaid expenses for 2018

\$ 1,360,313.00 estimated net available

Cash & Depreciation Liabilities (less wages accrued & miscellaneous)

\$ 230,235.00 accounts payable

\$ 70,000.00 estimation only

\$ 22,667.00 partner revenue (to be moved to 2018 as revenue)

\$ 322,902.00 estimated liabilities

Estimated Cash Available: \$1,037,411 or 20% of operating budget.

She noted that up to 20% is a goal of HCT to have in minimum reserves.

E. Key Performance Indicators and Organization Goals

Myers pointed out that all 34 department goals tied to the Vision 2025 Plan/2017 Business Plan were completed.

She also provided a KPIs sheet and noted only two goals were not achieved, and those goals came close. Primarily they were due to new lines of work being introduced to the work flow.

Goals included:

Resources: Introduced new dashboard program, created incentive pay program, job descriptions revised, new office work space studied for planning

Operations: Technology plan created, streamlined and real-time financial reporting enhanced

Visitor Experience: Tiers of service program defined, serviced 40 events in first year of new program, Grand Park digital information wall, cost/time efficiencies for distribution.

Sales/Sports: Moved from sports/sales department to sales/sports department, expanded sales presence in group markets, created plan to focus on key opportunity sectors for group attraction and retention

Marketing: Increased digital marketing to year-around, created three collaboration opportunities, conducted four deskside travel writer visits, built real-time results reporting system.

Destination Development: Set into motion White River, Nickel Plate

Heritage Railroad and AgriSciences planning, created Percent for Progress

She then provided the group with an overview of the 2018 KIPs and goals.

VI. Old Business

A. Office Update – B. Myers updated the Commission about the process that led to discovery of a new office building, and noted that a new alternate to the one we previously reviewed but determined was out of our price range. She walked the commissioners through the location, price structure, pluses and minuses of the new project. She noted that more information would be available at the May 2018 meeting.

B. Kincaid House – The buyers of the land near the Kincaid House have come with an idea to trade the moving and restoration of the house as an “art object” in exchange for the almost 2.75 acres the house currently sits on along I-69. She noted a February 27 meeting was scheduled, and three HCT board members will join the Nickel Plate Arts board members and director and the City of Fishers to see the presentation.

C. Nickel Plate Heritage Railroad – B. Myers reported that the HHPA operating agreement close to completion Railroad equipment has been purchased by Atlanta Pacific, LLC A \$40,000 start-up grant has been obtained from a local utility provider. Grant requests in to IOTD and Indiana Humanities for enhancements have been submitted. The hope is to begin operating by June 1. Two loans are needed for the start-up and security from HCT, Inc. will be required to make this happen. National Bank of Indianapolis for \$550,000 to cover cost of rail restoration Atlanta to as far south as can get; a fencing compound to secure equipment just north of county line on rail; a 10-year note with a rate adjustment/pay-off opportunity after 5 years. Atlanta Pacific, LLC/Thomas Hoback will issue a loan for \$900,000 to cover cost of: rail equipment, restoration and move to new location from Tennessee. That note will be for two years with a possible third year renewal. The goal will be to re-bundle that loan after year two. She noted that: \$100,000 of this total \$200,000 in approximate annual debt obligations are already budgeted for five years but the risk is in the additional \$100,000 annually plus the length of the obligation. Again, the goal is in year 3, after “proof of concept,” to restructure the loans into a new package, likely a bond of some kind. She noted that 10-year revenue forecast projections, provided to the bank, were included in the Board packets to show the forecast sustainability of the organization

D. White River Regional Master Plan – B. Myers announced that Sasaki is the company chosen for the project; contract finally negotiated and moving through Indy’s approval process. Tourism Tomorrow, Inc. – non-profit division of Visit Indy – will serve as the fiscal agent. Hamilton County Tourism, Inc. is the co-owner of that contract with the City of Indianapolis. That contract will be co-signed by HCT and Indy. Hamilton County Tourism and partners have raised some funds toward the project, with a possible major gift from a foundation hoped for. If that fails, Indianapolis also has access to some TIF funds.

E. Revision of Drawdown Amounts for 2018 Contract – B. Myers noted that the 2018 contract approved and signed by the Tourism Commission and HCT Board was correct in its total but incorrect in its drawdown amounts. Although it’s a minor change, it’s an important one. She asked that the Commission to approve the new drawdown amounts in the contract as follows:

3. [The initial funding contemplated by this Agreement shall be for the calendar year of January 1, 2018 through December 31, 2018 inclusive. The Commission’s obligations under this Agreement are specifically limited to sufficient Innkeeper’s Tax revenues. In the event that Innkeeper’s Tax collected during the term of this Agreement fall below projections used to determine the Commission’s budget, payments by the Commission may, at the Commission’s sole discretion, be suspended until the Commission cash reserves reach a minimum of \$5,000. The Commission shall have no liability to the Bureau or to any third party for suspended payments under this Agreement. Payments for the 2018 contract shall be in arrears payable on or after the 15th of the month and as follows, funding provided, to support the tourism operations, contingent upon available funds and net after bond debt service:

▪ January – \$500,000.00	▪ August – \$396,750.27
▪ February – \$396,750.27	▪ September- \$396,750.27
▪ March- \$396,750.27	▪ October – \$396,750.27
▪ April – \$396,750.27	▪ November – \$396,750.27
▪ May – \$396,750.27	▪ December – \$396,750.30 or contract
▪ June – \$396,750.27	balance
▪ July – \$396,750.27	

Christian Renner moved that the new drawdown amounts be amended into the contract. C. Wilson seconded. Motion passed.

VII. The meeting adjourned with no formal adjournment.