

HAMILTON COUNTY TOURISM, INC. BOARD OF DIRECTORS
37 E. Main Street, Carmel, Indiana
Minutes of the Regular Meeting
June 1, 2018

Attending:

Emily Lovison, John Hughey, Norman Burns, Judi Johnson, Bob DuBois, Andrew Newport, Al Patterson, Jeffrey Brown, Gary Miller. Not attending: Jimia Smith, Scott Spillman and Todd Burtron.

Also Attending:

Brenda Myers, President/CEO; Karen Radcliff, Vice President/CSO; Betsy Ekelof, Director of Operations; Ashley Ledford, Director of Marketing & Promotions, Sarah Billman, Assistant Director of Visitor Experience; Laura Kelner, Director of Sales; Tina Rodgers, Assistant Director of Resources. Tom Dickey, Hamilton County Economic Development Corporation, was guest.

I. Welcome

Emily Lovison welcomed the Board of Directors back into regular session at 8:35 a.m.

II. Review of the Minutes of the May 2018 Meeting

E. Lovison asked for approval of the May 2018 meeting minutes. Judi Johnson moved that the minutes be approved. Norman Burns seconded. Motion passed.

III. New Business

A. County Marketing Initiative Proposal – Brenda Myers presented a possible plan where HCT would take over county workforce, investment and positioning strategy in a management contract with Hamilton County Economic Development Corporation. Tom Dickey also discussed the proposal with the board. The plan would provide for one additional staff member in a senior-level capacity to manage the communications strategies for the organization, Some expressed concerns about elements in the proposal that focused on anything but product development. Others noted that there should be some additional financial support built in to provide for additional work by HCT. Most saw the value in the partnership with those restrictions, although there was some concern about it distracting from the organization's core mission. Other concerns included the two-board structure and the need for clarity in the arrangements. After much discussion, Gary Miller moved that we move forward with negotiations and N. Burns seconded. But the proposal needs to be focused on lifting up marketing efforts for the county and not stray from that vision, and final ratification would take place at the August 3 board meeting.

B. American Songbook Foundation Grant – B. Myers provided background to the board on a special projects allocation in Community Development to support research for the American Songbook Foundation's desire to create a museum. With the donation of the Asherwood Estate, the immediate focus has shifted somewhat and expenses are being incurred to study more broadly what the museum should consider as its future. Because it was no longer a collaborative project but a need to fund the Asherwood study, B. Myers asked that the line item be considered a grant (although it will still be paid for out of Special Projects) and thus required board approval. There were no questions about the move, and John Hughey moved that the grant be provided for this study. J. Johnson seconded. The motion passed with Emily Lovison abstaining.

C. Audit Committee – Betsy Ekelof noted that the audit is complete and committee members were needed to review the audit report. Jeffrey Brown and Emily Lovison agreed to serve on the Audit Committee.

D. Equipment Retirement – B. Myers noted that while in a previous meeting it was determined that equipment might not need to be retired, unless it still had value, the auditor actually prefers that the board take such action for capitalized items. Betsy Ekelof presented a MacBook Pro that still has a \$499.75 value but is not needed by HCT, asking that it be donated to the Nickel Plate Heritage Railroad for its communications coordinator. Norman moved that the computer be donated and written off. Gary Miller seconded. Motion passed.

IV. Old Business

A. 2018 Budget Amendment – B. Myers presented an adjustment to the budget from the May meeting, moving the debt service for the train operations back to the HCT side of the ledger from the Tourism Commission side. The bank asked that HCT be the primary payer for the debt for the first two years. The budget changes from \$5079,505 to \$5,106,505. John Hughey moved that the budget be amended to allow for HCT to pay the loan as the guarantor; Jeremy Geisendorff seconded. Motion passed.

B. Other Updates – B. Myers noted that Travelers Insurance is handling the ITM lawsuit, and Karen Radcliff quickly updated the board on the status of the building development, saying the proposal should be ready for the August board meeting.

V. The meeting was adjourned at 9:40 a.m.