

Minutes of the Meeting of the Board of Directors for the
Hamilton County Convention and Visitors Bureau
37 E. Main Street, Carmel, IN 46032
(317) 848-3181

Re: Minutes of the meeting of the HCCVB Board of Directors

Date: Friday, May 2, 2008

Those in attendance at the meeting included:

Members Jeffrey Brown, Vice President; Jay Chandler; Lisa Farris, Treasurer; Cassandra Stevning; Ford Hebner; Denise Miller, Secretary; Joyce Poole; and, Don Seal. Also attending were Brenda Myers, Executive Director; Karen Radcliff, Deputy Director; Betsy Ekelof, Operations Manager; Christine Altman, Attorney; and, Judy Levine, representative from the Hamilton County Council.

I. Call to Order:

Jeff Brown called the meeting to order in President Loren Schmierer's absence. Introductions were made for Judy Levine, who attended the meeting on behalf of the Hamilton County Council.

II. Approval of the Minutes

Don Seal moved that the minutes of the March 7, 2008 meeting of the board be approved as presented. Denise Miller seconded. Motion passed.

III. Financial Reports

The Board reviewed the year-to-date tax collections,, the Smith Travel Research report and the budget narrative, year-to-date. J. Brown asked if hotels were current on taxes, and Brenda Myers reported that all were, including the bed and breakfasts. The county treasurer's office does not give a specific report as to amount but does indicate if people are in compliance. She mentioned again how helpful the treasurer's office is to work with. Denise Miller moved that the financial report be approved as presented; Ford Hebner seconded. Motion approved.

B. Myers then presented the preliminary 2009 budget for discussion. J. Levine indicated she did not think the council will show concern over the bureau's budget exceeding \$3 million so long as the funds are available to cover expenses and so long as the bureau continues investing back into the community in product development initiatives. She pointed out that the bureau intends to add a tenth staff member in the area of sales/sponsorship/sports event support, and has included a 4% pool for wage increases.

B. Myers then presented a proposed formula for set-aside funding for replacement for the building and its contents. The total of approximately \$24,000 would be placed in the HCCVB budget annually to help for replacement of everything from carpeting to HVAC systems down the road. While non-profits technically do not have to do this, since the bureau has the resources it is a prudent thing to do. This money will be held within the bureau's assets but as a separate fund balance.

B. Myers also reported that the tourism commission had expressed concerns over the protection provided by the bureau's assets being held in one location. A teleconference call will be held to make recommendation on asset assignments if needed, once the bureau investigates what the options are. Ford Hebner, Lisa Farris and Joyce Poole said they would review this if needed.

IV. Old Business

J. Brown, F. Hebner, J. Poole, B. Ekelof and B. Myers met to discuss the new employee manual, the human resources audit and the benefits review. Benefits review will be put off until July, until several studies will be available to enable the group to make a more informed proposal. J. Brown reported on the committee's suggestions, which included recommending that the bureau look for ways to increase benefits as an incentive to stay, to perhaps tier benefits, shift benefits slightly so that the support is reshuffled to support employees now

rather than later. Much discussion took place, but the task force will make its recommendations at the August board meeting for final vote.

Karen Radcliff announced that William Knox has been selected sports marketing director for the bureau and will begin in mid-June. He is with the Sports Commission at the Bloomington CVB. He is excited to join the team.

V. New Business

B. Myers discussed a proposal to lease 645 square feet of space on the third floor. Everyone was in agreement that securing the space, which will allow for approximately 5 years of growth until the Carmel Chamber of Commerce lease is finished. J. Brown and C. Altman also suggested the bureau look into buying or leasing the space to buy. D. Miller moved that the bureau sign the contract; D. Seal seconded. Motion passed.

B. Myers also presented a request that the bureau allow the staff to proceed with providing a \$25,000 "loan" based on grants promised to the Arcadia Merchants Association for the purpose of establishing an arts initiative in that community. Two pledges totaling \$25,000 have been made, but payments will not be done until Fall. The bureau would take the risk if the pledges did not come to fruition. D. Seal moved that the board support the staff's desire to move forward on the Arcadia Arts initiative with the understanding that the money would be paid back in Fall 2008; D. Miller seconded. Motion approved.