

**Hamilton County Convention and Visitors Bureau**  
37 East Main Street  
Carmel, IN 46032

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

Date: Friday, January 11, 2008

I. Call to Order for the 2008 Annual Meeting:

Bureau Vice President, Jeffrey Brown, called the annual meeting to order at Hamilton County Visitors Bureau offices at 8:50 a.m. Other members in attendance were Lisa Farris, Julie Garrett, Ford Hebner, Joyce Poole, Don Seal, and Christine Altman, Bureau Attorney. Also in attendance were staff members, Brenda Myers, Karen Radcliff, and Betsy Ekelof.

II. Election of new and returning board members:

B. Myers welcomed Kim Peace, a guest visiting from the Hamilton County Leadership Academy. Discussion proceeded with election of the new board members. J. Brown called for a motion to elect the officers, and the new and returning members of the bureau board. J. Poole made a motion for the election of the new board members that was seconded by J. Garrett. F. Hebner made a motion to elect the officers for 2008 that was seconded by D. Seal. Motion passed.

III. Review and approval of Bureau Activities:

B. Myers reviewed the Bureau activities for 2007-08.

IV. Approval to present contract renewal

C. Altman discussed how the budget is drawn down by percentage. To change the percentage would be an amendment to the contract. It would be possible to vote on this matter at the February '08 meeting. There is an automatic renewal of the contract if the Commission does not notify by September 2007. Sue Maki, Commission president, has a copy of the contract. J. Brown called for a motion to adjourn the annual meeting. F. Hebner made a motion to conclude the meeting that was seconded by D. Seal. Motion passed. Annual Meeting concluded at 8:57 a.m.

I. Call to Order, Bureau Board meeting:

J. Brown called to order the Bureau Board meeting at 8:58 a.m.

II. Approval of Minutes:

J. Brown asked for a motion that the minutes from the December 19, 2007 board retreat be approved. D. Seal made a motion that was seconded by L. Farris. Motion passed.

III. President's Report:

J. Brown welcomed the group commenting on a successful 2007 and turned the meeting over to B. Myers. B. Myers reflected on the changes during the past year from moving boxes a year ago to the progress that has been made during 2007. A new weekly report has been purchased to track the weekend hotel occupancy. The bureau wants to be strategically responsive to weekend room night needs. Many of our hotels have different markets. The bureau wants to be responsive to the varied market. Ideas like a "Spring Break Couples Getaway" are being investigated. Approaches using a 2-week window of direct marketing are being discussed as well. New promotions could be highlighted on the website.

IV. Financial reports:

B. Myers made a request to amend the 2008 budget by \$30,000. The funds are needed to complete the Carmel Visitors Center. Unsure of where the estimates may come in for this project. \$25,000 will be designated to the Visitors Center and \$5,000 for marketing and sports. These projects carry over from 2007 and require funding. There is no operating reserve in the bureau budget. If an operating reserve was set up, it would sit at the Bureau level. First on the agenda, J. Brown asked for a motion to approve the 2007 Budget reports. J. Poole made a motion that was seconded by D. Seal. Motion passed. Next, J. Brown asked for a motion to amend the budget and designate \$25,000 for the Carmel Welcome Center and \$5,000 for Sports Grants. F. Hebner made a motion that was seconded by L. Farris.

V. Old Business:

A. Carmel Visitors Center Update:

C. Altman discussed the lease for the Carmel Visitors Center space. It is hoped the rent for the first year will be an exchange for the cost of the build-out. It would be great to mirror the rates being paid in Fishers for the office space there. We would agree to pay electrical, telephone and Carmel would pay to maintain the common areas.

B. Ekelof reported on the progress with the Carmel Visitors Center. Wall mural designs have been approved by Les Olds of CRC. Two contractors will be contacted for estimates to complete the project. J. Brown recommended any carpeting installed be removable for ease in maintenance, upkeep, and replacement.

B. Noblesville Visitors Center/Fishers Lease:

The Noblesville lease has been complicated. C. Altman will continue to work on this document. C. Altman asked for the authority to work on all three leases. The board authorized the transactions. Regarding the Carmel and Fishers lease, on the advise of counsel, two officers will need to execute the leases. F. Hebner made a motion that was seconded by D. Seal. Motion passed. A motion was made that C. Altman will present an agreement to Noblesville within our project parameters. F. Hebner made a motion that was seconded by L. Farris. Motion passed.

C. Indiana Foodways Alliance:

B. Myers gave an update concerning the IFA. Eric Freeman has come to the Visitors Bureau to discuss the IFA. It is hoped the IFA will become the food arm of the state agreement. At year-end, there are currently 30 members of the IFA. The IFA ended the year in the black. It is hoped the IFA will add a staff member in 2008 to work with State Tourism.

VI. New Business:

K. Radcliff updated the group concerning the role sports will play in 2008. K. Radcliff met with B. Myers and B. Hart to discuss plans for 2008 and the sports budget. In January, a task force will be developed consisting of hoteliers, directors of sporting groups, and parks and municipalities. The purpose will be to touch base with those directly involved with sports. Discussion will involve what percentage of our resources should be allocated to sports and a possible identity for the sports office. Board members interested in this task force include J. Garrett and D. Seal.

VII. Area Reports:

K. Radcliff discussed the marketing report. Images for the 2008 publications were shown. Other new happenings include attending the Columbus Ohio golf show. There will be a shift away from using the logo on the covers of the publications with an emphasis on the 8 Great Towns. F. Hebner remarked how clean and well done the golf brochures looked. Website visits have increased greatly. Louisville ranks as our top out of area city. Marketing efforts may shift towards Louisville, especially with the anticipation of road construction on US-31. Updates were given in the area of Media Relations and what is on the horizon with the US Senior Open Golf Tournament.

VIII. Adjournment:

With no further questions, a motion was made to adjourn by F. Hebner that was seconded by J. Garrett. Meeting adjourned at 10:23 a.m. Next meeting is Friday, February 8, 2008.

Respectfully submitted,

Lisa Farris  
Treasurer, Hamilton County Convention and Visitors Bureau