



Indiana Office of Tourism Development

## MINUTES AND MEMORANDA OF A MEETING OF THE TOURISM COUNCIL

Held: December 3, 2015

A regular meeting of the Indiana Tourism Council was held December 3, 2015 at 10:30 a.m. in Spruance Hall at the Indiana War Memorial, 431 N. Meridian, Indianapolis, IN 46204.

The following individuals were present at the meeting: Tonya Brothers-Bridge (Lieutenant Governor delegate), Mark Newman, Senator Chip Perfect, Misty Weisensteiner, Carrie Lambert, James Wallis, Gale Gerber, Patrick Tamm, Senator Jim Arnold, Representative Wes Culver, Cameron Clark, Rob Caputo (proxy/non-voting), Dr. Jonathon Day (ExOfficio/non-voting) and guests. Denise Pence, Chris Leininger, Eric Snow, Pete Eshelman, Lorelei Weimer, Representative Justin Moed and Lu Porter were not present.

Tonya Brothers-Bridge served as Chair of the meeting, and upon noting the presence of a quorum, called the meeting to order at 10:36 a.m.

### I. Welcome and Introductions

### II. Approval of minutes

Chairman Brothers-Bridge asked for a motion for the approval of the Council's November 4, 2015 minutes.

James Wallis moved to approve the minutes for the meeting held on November 4, 2015, as presented. Gale Gerber seconded the motion; the motion passed unanimously.

**RESOLVED**, that the minutes for the Indiana Tourism Council meeting held on November 4, 2015 are approved as presented.

### III. Approval of remaining Marketing Asset Grant recommendations

Chairman Brothers-Bridge recognized Carol Sergi to present the recommended grant awards to the Council for approval.

Gale Gerber recused himself for the first two recommendations.

#### A. Auburn Cord Duesenburg Festival

This application was brought back to the Council for consideration with more information. It was recommended by IOTD and the scoring committee to fund this project at full request of \$13,800. Carol asked for a motion to approve the funding of this project as recommended by IOTD. The Council expressed concerns about mobile applications having a small reach

**No action;** motion dies.

**B. Town of Hope**

This application was brought back to the Council for consideration with more information. It was recommended by IOTD and the scoring committee to fund this project at full request of \$10,000. Carol asked for a motion to approve the funding of this project as recommended by IOTD.

**No action;** motion dies.

Gale Gerber returned to the room.

**C. Historic Newburgh Inc.**

This application was brought back to the Council for consideration with more information. The Council was assured it is more than a brochure, it's a whole welcome package that will also be used in elementary schools. It was recommended by IOTD and the scoring committee to fund this project at full request of \$3,000. Carol asked for a motion to approve the funding of this project as recommended by IOTD. James Wallis moved to approve the funding. Carrie Lambert seconded the motion; the motion passed unanimously.

**RESOLVED**, that the funding for Historic Newburgh Inc. is approved as recommended by IOTD.

Cameron Clark left the meeting.

Mark Newman gave a recap of the grants timeline (see attached).

**IV. Presentation of 2016 marketing plan, timeline and creative elements**

Chairman Brothers-Bridge recognized Mark Newman to present the 2016 marketing plan. Mark gave a brief review of the Good to Great Plan that covered 2013-2015. He then shared a proposed strategic trajectory for 2016-2018.

As of Statehood Day (December 11), all IOTD marketing materials have been transferred to a new bicentennial theme. Mark shared a media schedule, commercial story boards and confirmed events for 2016.

No action required, as this was a review for the Council.

**V. Merchandising overview**

Mark gave an overview of the IOTD merchandising plan. The new merchandise will create an additional stream of revenue for IOTD and partners through the Heritage Collection of

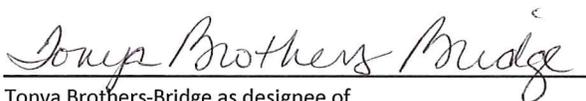
apparel. Merchandise will be sold online, in pop-up stores, brick and mortar retail shops, etc. T-shirt designs were shared with the Council.

No action required, as this was a review for the Council.

**VI. Adjourn**

There being no further business, a motion was made by Representative Wes Culver to adjourn the meeting, James Wallis seconded, and the meeting was adjourned at 11:43 a.m.

Respectfully submitted,



Tonya Brothers-Bridge as designee of  
Lieutenant Governor, Sue Ellspermann

ATTEST:



Mark Newman  
Executive Director for IOTD

