



Indiana Office of Tourism Development

MINUTES AND MEMORANDA OF A MEETING OF THE INDIANA TOURISM COUNCIL

Held: March 1, 2018

A quarterly meeting of the Indiana Tourism Council was held at 10:30 in the Authors Room of the Indiana State Library, 315 W Ohio St., Indianapolis.

The following Council members were present at the meeting and contributed to quorum: Tracy Barnes, Chief of Staff to Lieutenant Governor Suzanne Crouch; Mark Newman, Cam Clark, Patrick Tamm, Lorelei Weimer, Karen Niverson, Carrie Lambert, Denise Pence, James Wallis, Rob Caputo, and Eric Snow. Also present were Suzanne McCloskey, proxy for Julie Basich; Lorene Graves, proxy for Cindy Hoye; and Ernest Yelton, proxy for Matt Bell; Michael Conway, proxy for Sen. Chip Perfect; Justin Nichols, proxy for Rep. Justin Moed; as well as ex-officio members Dr. Jonathon Day and Dr. Liping Cai. Chris Leininger was present, but abstained from voting. Not present were Sen. Lonnie Randolph and Rep. Wes Culver.

Upon noting the presence of a quorum, Chief of Staff to the Lieutenant Governor Tracey Barnes called the meeting to order at 10:31 a.m.

I. Welcome

Tracy Barnes welcomed the council and welcomes Jacob Spear, Indiana State Librarian. He spoke briefly on the function of the State Library as a state agency: providing public library services around the state; hosting a research library of Indiana history, including manuscripts, personal papers, and one of the largest genealogy collections in the Midwest; and supporting literacy through various programs.

The Library offers free tours, showcasing the building's architecture and two new additions: the Indiana Young Readers Center (highlights Hoosier Children's authors), and the State Education Center, which explains how state government works.

II. Approval of Minutes

At 10:35, Tracy Barnes asked for a motion to approve the Council's December 7, 2017 minutes. A motion is made and seconded. A voice vote was taken for the approval of the minutes.

III. Executive Director Report

IOTD Executive Director Mark Newman reports that the agency has frequently been on the road the past few months and is busy planning upcoming events:

- a) Mark Newman attended the International Media Marketplace in New York and NAFDMA (North American Farmers Direct Marketing Association (agritourism)) in California.
- b) Director of Sports and Outdoor Recreation Noelle Szydlyk has been traveling to golf shows around the Midwest, showcasing the new Indiana Golf Guide (which IOTD recently took back

control over), and the new Pete Dye Golf Trail publication.

- c) The Tourism Task Force met for the first time on December 11.
- d) The Bicycle Trails Task Force has met several times. The primary goal of the task force is to develop actionable concepts to connect existing bicycle trails throughout Indiana.
- e) The annual Indiana Tourism Association is coming up; will be held March 5th-7th in Clarksville.
- f) The annual Indiana Tourism Media Marketplace to showcase Indiana attractions to invited travel and lifestyle writers will be held March 14th at the Indiana State Fairgrounds.
- g) Will Koch and Hoosier Hospitality Awards applications are now open on VisitIndianaTourism.com. Please consider nominating people who have done great things for tourism in your communities.

IV. DNR Director Report

Cam Clark introduces Tara Wolf, DNR's new communications director.

V. Review of Destination Development Grant Guidelines and Presentation Process

Mark Newman reviewed the DDG guidelines. Applicants who have made it to this final round have passed the threshold, identifying viable, large scale unique projects to enhance Indiana's tourism profile. These projects were recommended after scored by committee. Finalists are allotted ten minutes to present their project to the committee. There will be five minutes of questions after each presentation. Kyle Johnson will act as timekeeper.

Rebecca Kasper reminds the Council that DDG funds were appropriated for this specific purpose, and awarding DDGs is their duty under statutory code. She introduces Joe Basile, fellow attorney in the Lt. Gov.'s office.

The ballot process is explained: after a period of deliberation, council members will rank proposals. Their 1st place choice will receive 5 points, 2nd place will receive 4 points, and so on. Council members must sign their ballot. Ballots will be retained and votes reflected in the meeting minutes.

The proposal receiving the most points will receive the full requested amount. The Second vote that will receive their full requested amount, or the remainder of the funds if the full amount is no longer available. Applicants may choose not to take a lesser amount so that they can reapply for DDGs next year. Tie votes will be broken by the acting chair.

Cam Clark asks what happens at the end, if there is money left in the fund. Rebecca Kasper responds that there is a resolution available to allow IOTD to have administer a small, similar grant program for projects that did not make the final round, but ideally all of the money will be awarded. According to state statute, the money is "use it or lose it."

Tracy Barnes tells the Council that they will be keeping to a strict timeline.

VI. Presentations

A. CANDLES, Inc.: Humanizing the Holocaust: Using Innovative Technology to Engage with Holocaust Testimony

1. Presentation

Dorothy Chambers, executive director, explains that Eva Mozes Kor, the Auschwitz survivor who created the CANDLES Museum in Terre Haute, is 84 and won't be the "chief historian and storyteller" forever.

The proposed Eva Kor Center in Terre Haute and Indiana Holocaust Center in Indianapolis will preserve first-hand accounts of Holocaust survivors using 2-D video capture. It will also include a life-size, 3-D holograph of Eva that visitors can have an interactive, meaningful conversation with. We've chosen Deep Frame technology to pursue this, due to its portability. This will make a great traveling exhibit, and eventually we want to take Hologram Eva into classrooms.

The Holocaust relates to Indiana because lessons of Holocaust resound with Hoosiers: treating people with kindness, taking care of one another, and preserving democratic institutions. Eva, now a Hoosier, has received a bachelor's degree from ISU, been awarded the Sagamore of the Wabash and Sachem awards, and chose Terre Haute as the site for CANDLES. Eva's message, grown in Hoosier soil, has reached a global audience.

Museums support 726,000 jobs in the US, more than twice that of professional sports, and they contribute \$50 million annually to the economy. Museums attract arts & culture, and history & heritage travelers.

Currently, CANDLES has a two-stage marketing plan, including paid advertising, printed materials, and social media.

So why fund this project? Why now? Because Indiana has a treasure that no other state can claim: Eva Kor. There is no other 3-D holographic experience like this. Eva's story should not end with Eva. The Humanizing the Holocaust project preserves her voice. It will create a brighter world from lessons of the darkest part of history.

2. Q & A

James Wallis: What is CANDLES' annual visitation?

Between 12,000-13,000.

What is the timeframe for the Indianapolis installation?

There are many variables. The long-term goal, of course, would be for the museum to be standing on its

own. The short-term goal is to partner with an existing museum in Indy by 2019.

Cam Clark: Is the 2-D video capture just telling Eva's story? Or talking about other programs?

Eva one of 13 survivors involved in this project. They were flown to LA for 5 days and were recorded answering 1500 questions. And the project preserves not just her story, but her life lessons such as kindness and forgiveness, as well.

Karen Niverson: How are you currently programming at CANDLES?

Eva is there at the museum Tuesday, Thursdays, and Saturdays. We have two other Holocaust survivors that fill in on the other days.

Suzanne McCloskey: Will the Eva Kor center be a new building or the same?

It will be a new facility.

What is the funding break down?

The Lilly Endowment has funded our initiatives up to this point. The Destination Development Grant we are asking for would fund the 3-D hologram specifically.

Michael Conway: Are you acquiring this technology? Renting it?

We would have two licenses; we own the Deep Frame technology.

B. City of Jeffersonville Redevelopment

1. Presentation

Over one million visitors come into Jeffersonville annually through the pedestrian bridge. They see the riverfront, boutiques, and restaurants and ask: what else is there? This arts and culture district is poised to be their answer. The project is a transformative: taking an area currently filled with concrete, asphalt, and barbed wire, and redeveloping it. The mural on top of the water tower becomes the calling card, but that's just the tip of the iceberg. There will be focus on the Vintage Fire Museum, Gray Whale Art Center, The Depot, Maker 13 Space, and Clark County History Museum.

Specific to the grant request— The Depot is a space of a little over an acre. The plan is to develop at least a dozen artisan cubes where artists can come in on weekends, host special events, and sell their wares. These cubes are repurposed shipping containers: small, compact, can be opened up or closed down. There will be an outdoor stage that opens up and railroad cars to be used as little restaurants. It is called The Depot to honor the city's railway heritage.

The art center used to be auto body shop. It has a raw feel to it. It will be painted and spruced to host sessions to make public art. We already offer field trips and educational spaces in this space; however, there is currently no central heating or air. That is an update we need before we launch the planned 6 or 7 permanent studio spaces inside.

This project hits tourism goals like no other. It is walkable, bike-able, it has links to other assets, and it's unique and whimsical. Jeffersonville has already invested over \$30 million dollars into downtown/riverfront redevelopment, so the community buy-in is there.

2. Q & A

Ernest Yelton: How will this compete with similar developments in Louisville?

There isn't something similar. And with the pedestrian bridge, we are attracting casual visitors from Louisville.

Karen Niverson: Are the grants applied evenly to Art Center and Depot?

Yes.

In conclusion, Jeffersonville wants the permanent tourist: someone who visits from Louisville and loves it so much that they stay and contribute to the flourishing community.

C. The Indiana Railway Museum French Lick Scenic Railway: First Class Excursion Cars

1. Presentation

The French Lick railway line has a long history—it was built to bring people to the resort. However, by the 1990's it was in decline, experiencing its lowest year in 2006. In 2007 the resorts reopened and became a catalyst of economic development for the entire community. The French Lick Scenic Railway subsequently shifted its focus from daily train rides to special events, such as the Polar Express ride, which sees 35,000 guests in just 25 days (including huge numbers from out of state).

The proposed project will involve the restoration of two historic railroad cars into first class dining cars, establishing rail service between French Lick and Jasper, offering guests to southern Indiana additional dining, shopping, and entertainment options, and providing a financial benefit to the entire region. Additionally, the restored cars will serve dinner, murder mystery, and cocktail trips out of French Lick, as well as providing expanding capacity on large special events such as the Wizard of Oz and Polar Express rides. This will be the true, white glove five star Pullman experience, aligned with 3 of the 4 tourism drivers. The best part is, these first class equipment cars will be created from equipment already on

hand.

This is a collaborative proposal, put together with the City of Jasper, French Lick Resort, and programming developers. It really is a community-wide effort.

2. Q & A

Carrie Lambert: Will this exist in direct competition with the *Spirit of Jasper*?

No. These are two different experiences. When visitors ride one, they learn about that other.

Denise Pence: What does the timeline look like for five-star dining?

Approximately 18 months to get the cars refurbished and sorted.

Cam Clark: What will the updated fleet consist of?

19 commuter cars, and 4 dining cars. There is currently only one first class car. It will cost approximately \$500,000 to renovate the two cars, if not more. It is a considerable investment, but we have already funded a majority share of \$280-300,000.

D. Shelbyville: Blue River Recreational Trail

1. Presentation

The Blue River Recreational Trail, a side by side biking and water trail (USBR 35 crosses the Blue River), will be a driver of outdoor and sport tourism, suitable for afternoon jaunts and multi-day trips alike. The trail connects to restored quail habitats, a pollinator trail, fishing piers, architecturally significant bridges, and a historical mill. Because the trail is seeing investment already in the planning stage, we predict that the BRRT will increase the quality of place in Shelby County, thus attracting people to the area, increasing stays and spending, and raising property value.

The BRRT will leverage existing assets in plotting the trail. Currently, there are no public access points to Blue River. The proposed trail will connect the river to three existing city parks. The trail will pass directly by a visitor's center that is a site on the national historic register.

The BRRT has adopted a public art plan, and is in the process of finding big sculptures and new amenities to further enhance the trail. The BRRT is also working with ICE Miller to set up a bike share.

Current efforts to attract visitors to area include a strategic web presence, with coordination from Indiana DNR and Shelby County. This grant request would fully fund the project.

2. Q & A

Suzanne McCloskey: What does a canoe launch look like?

Official canoe launch will include a concrete ramp, 6 parking spots, a picnic bench, and trash cans.

Dr. Jonathon Day: How does a paddler get back to your launch point?

People make their own arrangements. There is a man planning to open a livery. Development of a needs based shuttle is a long-term possibility.

Dr. Laiping Cai: How many additional visitors will this attract?

A study was conducted; it's estimated the BRRT will draw an additional 4-7,000 annually.

E. Vigo County Parks and Recreation Department: Wabash Valley Regional Birding Hub

1. Presentation

Birding is a \$107 billion industry, and it is gaining steam. The Audubon Society and National Geographic have named 2018 the Year of the Bird. Dewey Point in Terre Haute is the epicenter of 50 birding sites across the region. It is an outdoor recreation driver, capitalizing on existing natural resources. The proposed Wabash Valley Regional Birding Hub will leverage several existing assets—it is adjacent to downtown Terre Haute, which is experiencing an exciting momentum of development along its riverfront. Birding usually occurs in remote points. Here, it's happening near a major population center. The WVRBH has the potential to expose new audiences to West Central Indiana: an impact study found that \$4.9 million in visitor spending would be generated annually. There is potential to host birding conferences at Terre Haute's future convention center.

We have worked with state and national Audubon Society to send birders to Dewey Point. We've provided field backpacks to hotels, and are working with timber builders to put up observation towers. We're collaborating with local higher education. We are on schedule to launch the WVRBH; we are already rolling with this.

2. Q & A

Suzanne McCloskey: How close will the hub be to downtown Terre Haute?

Less than two miles. We are working to improve safe walking routes

Yelton: How will this interact with Goose Pond?

Synergy and collaboration. You visit one, and realize it's a short drive to the other. You make a weekend of it, you extend and explore. Being close to Illinois is an advantage; pulling in those out of state dollars.

FOF: How do the towers play into all of this?

That is an exciting development happening independent of our application. The towers are being built by construction apprentices, so we are only paying for materials.

At 12:20 Tracey thanked all of the presenters, and invited discussion among the council members.

VII. Deliberation and Votes

James Wallis: This year's opportunities to partner are so much better than in the past. Remember, we are looking for greatest incremental impact.

Karen Niverson: Can we fully fund two, if possible? And a partial third?

Tracey Barnes clarifies again how the voting process works; the number of applicants who receive grant money really depends on who wins the first round.

Instructions regarding conflicts of interest. Joe Basile, Lieutenant Governor's staff attorney, reminds council members that if they or a family member are a board member of any organization represented in the proposals, or have any such financial interests, they are to recuse themselves. Chris Leininger recuses himself due to business associations in French Lick. Carrie Lambert acknowledges that Shelbyville is a member of the Indiana Tourism Association, but she will still vote. Rob Caputo will refrain from voting for Jeffersonville.

The first vote is tallied and the Indiana Railway Museum is fully funded for their request of \$50,000. Tracey Barnes requests a verbal yes from remaining applicants that they will accept partial funding.

The City of Jeffersonville receives the entire remaining balance on the second round vote.

Carrie Lambert request updates on previous award winners

VIII. Adjournment

Tracey Barnes adjourns the meeting at 12:52 pm.

Respectfully submitted,

Tracy Barnes
Designee for the Lieutenant Governor

ATTEST:

Mark Newman
Executive Director for IOTD