



Indiana Office of Tourism Development

MINUTES AND MEMORANDA OF A MEETING OF THE INDIANA TOURISM COUNCIL

Held: June 7, 2018

A quarterly meeting of the Indiana Tourism Council was held at 10:30 a.m. in the Thompson Boardroom of the Eiteljorg Museum of American Indians and Western Art, 500 W Washington St., Indianapolis.

The following council members were present and contributed to quorum: Chief of Staff to the Lieutenant Governor Tracy Barnes, Lieutenant Governor's General Counsel Rebecca Kasper, Mark Newman, Cam Clark, Matt Bell, Cindy Hoye, Rob Caputo, James Wallis, Carrie Lambert, Karen Niverson, Lorelei Weimer, Chris Leininger, Rep. Justin Moed, and Ex Officio member Dr. Jonathan Day. Rep. Wes Culver phoned in. Sen. Perfect sent a proxy. Not present were Patrick Tamm, Denise Pence, Eric Snow, Ex Officio member Dr. Liping Cai, and Sen. Lonnie Randolph.

Upon noting the presence of a quorum, Tracy Barnes called the meeting to order at 10:40 a.m.

I. Welcome

Tracy Barnes welcomed the council and welcomes Brandi Crocker, Eiteljorg Manager of Guest Services. She gave a brief introduction to the museum: the Eiteljorg Museum was established in Indianapolis in 1989 and underwent an expansion in 2005. The expansion doubled the space of the museum by adding three new galleries, a café, education center, outdoor gardens, and an event space. Currently featured at the museum is *The Reel West*, a gallery celebrating the cinematic genre of Westerns, a gallery of interwoven-basketry, and a gallery of art by famed Native American contemporary artist, Harry Fonseca.

II. Approval of Minutes

At 10:42, Tracy Barnes asked for a motion to approve the Council's March 1, 2018 minutes. Cindy Hoye motioned to approve and Matt Bell seconded. A voice vote taken was unanimous.

III. Executive Director Report

At 10:44 IOTD Executive Director Mark Newman gave his report.

There has been a tremendous amount of activity for IOTD ahead of spring and summer travel tourism season. The office coordinated Visit Indiana Week for the first full week of May, to coincide with National Travel Week. There were a series of themed days (State Park Sunday, Museum Monday, etc). Over 200 destinations assets participated, offering special discounts or deals as an incentive to leisure travels to get out and hit the Indiana road. As part of the campaign, Lieutenant Governor Crouch penned an op-ed supporting the initiative; and IOTD published eight blog posts, sent out nine press releases, and sent staff members across Indiana. 200 participating assets and destinations offering a special discounts or deals as an incentive to leisure travels to get out and hit the road.

The progress thus far from the spring/summer campaign is that April and May are the best month's we ever had, we with 3.9 million and 4.2 million social impressions respectively.

Mark was in Denver March 19th -23rd at IPW, the travel industry's international marketplace hosted by US Travel. It was IOTD's first time there with a significant marketing presence. Along with Visit Indy and Visit South Bend Mishawaka, we received lots of great feedback on Indiana.

There are 8 Chinese tour operators here right now (in the Eiteljorg) for a FAM (familiarization tour). They will also be touring Elkhart County and South. This has implications for direct flights beyond the recently launched Indy-to-Paris.

An update on the Tourism Task Force—the first draft of the report will be delivered to the body in mid-August. JLL Tourism Hospitality is currently putting together a survey for all other 49 state tourism directors to complete, answering questions about their offices' funding, organization, and mechanisms.

The 2018-19 timeline and grant guidelines are currently available on our industry website. A formal announcement has not yet been made that these items are available. We will make a call for submissions later in the summer.

Great Lakes USA is hosting their annual meeting here in Indianapolis in July. This is a great opportunity for Indiana to keep expanding its presence on the national travel scene.

IOTD is in the middle of a media blitz, with Mark doing interviews in Chicago last week, Cincinnati tomorrow, and St. Louis and Louisville next week.

Deadlines for the Will Koch and Hoosier Hospitality Award nominations are coming up.

IOTD is working with the Lieutenant Governor's office to organize 5-6 statewide listening sessions. These will likely take place in September. We anticipate 50-100 people at each session.

There was a golf brainstorming session at the Visit Indy offices on June 14; we're really putting some weight behind our Visit Indiana Golf and Pete Dye Golf Trail initiatives.

IV. Update on Destination Development Grantees

At 10:55 Mark Newman turned the meeting over to Adam Moschell, the Grants Program Manager, for an update on previous Destination Development Grantees.

- Ten grants have been awarded over three cycles, from 2016 to the present.
- Four projects have been completely funded.
- One project has been de-obligated—the community was not working out with the railway operator, and it turned into a legal issue with a loss of matching funds. They asked to be excused. Unfortunately, that money is lost to the grant program; fortunately, it was a small grant.

Refer to packet for breakdown of where we are financially with each grant (awarded amount, match committed, final award spent, final match, and current disbursement).

- Haan Mansion Museum, Art Sculpture Trail (Lafayette) – project was completely finished in November 2017. Attendance has doubled since the grand opening.
- Hoosier Mountain Bike Association, Hobbs Hollow Flow Trail (Nashville) – completed in November 2017; is attracting the attention of the national mountain bike community.
- Switzerland County Historical Society, Thiebaud Farmstead/Musee de Venogee (Vevay) – was completed last month. The grand opening is scheduled for later this month. This project was given an extension due to inclement weather.
- Visitors Center Inc., Vibrant Neighborhood Branding (Columbus) – this is a small grant that is really being leveraged with federal dollars. The plan is to revitalize the older area of town. There is already work being done for public greenspaces near IUPUC and the airport, and city buses already have the new design.
- Indiana Military Museum, War Diorama (Vincennes) – Construction is on time to be completed in October.
- Pike County, Prides Creek Park Event Center (Petersburg) – there have been issues with the engineering firm the park was working with. At the current time no physical work has been completed. They have found a new engineering firm, and have increased their local match on the project more than 100%, giving IOTD faith the project will succeed.
- Metamora Indiana State Museum Site, Pavilion and Grist Mill Renovation (Metamora) – no physical work has been done yet. The bidding process for the pavilion came back way out of budget. Metamora tried to change the scope of the project but proposed activities did not meet the scope of the grant.

Reports from recent grantees are due July 1, 2018. Post-completion reports are due one-year out from project re-openings. For all grants we receive quarterly reports with any media, spending, and progress made.

Carrie Lambert: Can we hear about their marketing in that one year out report?

Adam Moschell: Certainly, we can add that in.

Tracy Barnes: Are the reports entirely anecdotes, or can we get some quantitative metrics?

AM: We can ask for specific qualitative metrics.

Rep. Justin Moed: What have we learned from the project we de-obligated?

AM: We've learned to pay more attention to site plans—it seems to be a lot of construction issues. Bad site plans keep a lot of applicants out of the second round.

Mark Newman: There is a readiness to proceed form on our website to show that matching funds are available.

V. Report on Indiana DNR Properties

At 11:14 Commissioner Cam Clark took the floor to report on Indiana State Park properties.

Indiana DNR has a good working relationship with the communities our properties are in. The state parks system was established in 1916 as a centennial gift to the people of Indiana by Colonel Richard Lieber. For the past 102 years, these properties have developed across the state via land purchases and donations. The first parks were McCormick's Creek and Turkey run, which were purchased as tracts of land went up for sale. We can proudly say that every Hoosier lives within an hour of a state park or reservoir.

The mission of the state parks is conserve, manage and interpret our resources creating memorable experiences. There is incredible diversity in our natural resources, stretching from the Ohio River to Lake Michigan. There are fossil beds at Falls of the Ohio State Park from the Devonian Era, beautiful sand dunes along the shores of Lake Michigan (Indiana Dunes State Park), and canyons at Turkey Run State Park. There are flood control reservoirs across the state (seven of them built by Army Corps of Engineers. One the state actually owns, the rest we just manage).

There are well over 500 miles of trails for all occasions, including the 25 mile Adventure Hiking Trail or 58 mile Knobstone Trail in O'Bannon Woods. There are multi-use and mountain bike trails at other locations (especially Brown County), and hundreds of miles of horseback trails that attract people from all over the Midwest. Hiking and camping are two of the top 10 activities that guests enjoy at the state parks

The state park system has seven inns, which at 631 rooms is the 4th largest in the US. The Abe Martin Lodge at Brown County boasts an indoor water park, and is also a place for banquets and meetings. Clifty Inn, built on a bluff, has beautiful views. The biggest challenge is getting people in these locations Monday-Thursday. In addition to the inns, there are rental cabins and over 8,000 camping sites.

There are Nature Centers at 23 of the properties. Each property has a naturalist, and hosts hikes, crafts, talks, and other special events.

There are structures that share and promote Indiana history, such as Pioneer Village at Spring Mill, with historic homes and an aqueduct from the underground spring to the grist and saw mills. There are also modern facilities, such as the Prophetstown Aquatic Center.

A 2017 survey showed that at least 98% of the 10,000 respondents would recommend an Indiana State Park to someone else.

Cindy Hoye: Have you ever looked at net promoters' core?

Cam Clark: I am not familiar, but the marketing department may have. Attendance is way up; we're ahead of where we were this time last year. We were actually turning people away over Memorial Day

weekend

Suzanne McCloskey: These trends that you follow, what do you see as part of that growth that makes it a trend and not a fad? Infrastructure, people feeling healthier?

CC: The trend came out of the economic downturn. People didn't have money to travel far from home, so they rediscovered the treasures in their own backyard. Now that the economy is on the upswing, people are investing in RVs. That industry is booming. RVs are getting bigger, so we have to be able to draw them with our campsites. There is a general sense of the population seeking wellness; our parks are a place for that.

VI. Final Business

At 11:37 Mark Newman announced that Rep. Wes Culver will not be seeking re-election. As this is the last meeting of the fiscal year, it will be Rep Culver's last official meeting. On a personal, he is very thankful to the efforts Wes has made for this industry as an advocate, as a cheerleader, and as a guide in the legislature.

Wes Culver: It was not an effort at all. Tourism is fun; it's always a bipartisan issue. I always want to be involved because it is an economic driver for Indiana. Thank you for this.

At 11:41 Matt Bell, of the Indiana Casino Association raised a concern: a statement was made on Louisville television that Huber is the most visited tourism attraction in Indiana with 700,000 annually. Where did that statistic come from? The casinos see higher numbers than that.

MN: That is not a statement endorsed or called upon at all by IOTD.

TB: Tourism is an industry that I've known little about. Workforce attraction is the greatest problem facing Indiana right now. Mark has shown me the impact tourism can have of addressing that concern. I'd like to bring this up at upcoming meetings and strategic sessions, as well as our Next Level Veterans initiative, which aims to attract veterans to Indiana. I'd like to use our amenities and attractions as part of that proposal.

CC: From DNR's standpoint, there's an infinite amount of data and research out there that shows the outdoors and recreation are of increasing importance to millennials. They look at quality of place before they take a job. That is something our state needs to be increasingly cognizant of. The healthcare industry is also interested in the benefits of being outside. It is preventative and a remedy for mental health initiatives.

Karen Niverson: Columbus has a very large interdisciplinary group that works on talent attraction, to make sure our messaging is in lock-step with the experience you will have in Columbus. It's similar to what you stress to visitors and potential residents, this authentic character that people are looking for.

Lorelei Weimer: Tracy, I would get the report "The Halo Effect" that looks at how the positive marketing

of tourism spills over into where people decide to live, raise kids, send kids to school, retire. If you wouldn't want to visit, why would you live there?

Dr. Jonathan Day: Part of a economic developer's responsibility is to understand the state and be open to these messages from brewers, outdoor recreation, festivals, etc.

Cindy Hoye: My biggest problem is part-time workers and seasonal employees. It is hard to get people in those non-glamorous jobs that are critical for places like the State Fairgrounds.

LW: A lot of our cities and towns are strapped for money, to improve infrastructure and add these amenities.

Rob Caputo: Think of the worker who is not in Indiana is a customer. What do they want? How can we meet their needs? What are the expectations of that customer?

TB: I am going to commit to this council to keep this industry in these conversations at a higher level.

VII. Adjournment

Cindy Hoye makes a motion to adjourn. Chris Leininger seconds. The council adjourns at 11:55.

Respectfully submitted,

Tracy Barnes
Designee for the Lieutenant Governor

ATTEST:

Mark Newman
Executive Director for IOTD