



Indiana Office of Tourism Development

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

Held: November 4, 2015

An interim meeting of the Indiana Tourism Council was held November 4, 2015 at 10:30 a.m. in the first floor conference room at E. 1 N. Capitol Ave., Indianapolis, Indiana 46204.

The following individuals were present at the meeting: Tonya Brothers-Bridge (Lieutenant Governor delegate), Representative Wes Culver, Eric Snow, James Wallis, Lu Porter, Patrick Tamm, Senator Chip Perfect, Misty Weisensteiner, Lorelei Weimer, Carrie Lambert, Representative Justin Moed, Phil Bloom (proxy – non-voting), and guests. Mark Newman, Senator Jim Arnold, Cam Clark, Denise Pence, Chris Leininger, Pete Eshelman, and Gale Gerber 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 September 3, 2015 minutes.

Patrick Tamm moved to approve the minutes for the meeting held on September 3, 2015, as presented. James Wallis seconded the motion; the motion passed unanimously.

**RESOLVED**, that the minutes for the Indiana Tourism Council meeting held on September 3, 2015 are approved as presented.

### III. Approval of e-participation policy

Kyleen Welling reviewed the Conflict of Interest policy for future meetings. Council members are to notify Kyleen or Chair Brothers-Bridge now of possibly conflicts a week prior to meeting.

Chairman Brothers-Bridge asked for a motion for the approval of the E-participation policy as presented at the September 3, 2015 meeting. No questions.

Senator Chip Perfect moved to approve the e-participation policy. Lu Porter seconded the motion; the motion passed unanimously.

**RESOLVED**, that the e-participation policy is approved as it stands.

#### **IV. Rubric/scoring review**

Chairman Brothers-Bridge recognized Jake Oakman, communications director of the Indiana Office of Tourism Development, who presented overview of scoring rubric and grant guidelines (Exhibits A & B).

It was agreed that on future grant applications, the rubric will mark whether the organization has been awarded funding from IOTD previously.

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

#### **V. Presentation of Festival & Event Fast Track Grant recommendations**

Chairman Brothers-Bridge recognized Jake Oakman to present the recommended grant awards to the Council for approval.

##### **A. Conner Prairie Interactive History Park**

Carrie Lambert and James Wallis recused themselves due to conflicts of interest.

It was recommended by IOTD to partially fund this project at \$2,549 (request was \$8,000). Jake asked for a motion to approve the funding of this project as recommended by IOTD. Representative Wes Culver moved to approve the funding. Lorelei Weimer seconded the motion; the motion passed unanimously.

**RESOLVED**, that the funding for Conner Prairie Interactive History Park is approved as recommended by IOTD.

##### **B. Eiteljorg Museum of American Indians and Western Art**

Carrie Lambert joined the Council again. James Wallis recused himself due to conflict of interest.

It was recommended by IOTD to fully fund this project at \$8,000. Jake asked for a motion to approve the funding of this project as recommended by IOTD. Misty Weisensteiner moved to approve the funding. Carrie Lambert seconded the motion; the motion passed unanimously.

**RESOLVED**, that the funding for Eiteljorg Museum of American Indians and Western Art is approved as recommended by IOTD.

##### **C. Main Street Greensburg**

James Wallis joined the Council again.

It was recommended by IOTD and the scoring committee to fully fund to fully fund this project at \$8,000.

**D. SWIRCA & More Brewfest**

It was recommended by IOTD and the scoring committee to fund this project at the maximum award amount of \$8,000, although they requested \$10,600.

**E. Cierra's Club – Batesville Community Education Foundation**

It was recommended by IOTD and the scoring committee to fund this project at the full request of \$7,815. Jake asked for a motion to approve the funding of this project as recommended by IOTD. Lu Porter moved to approve the funding. Senator Chip Perfect seconded the motion; one opposed and nine approved. The motion carries.

**RESOLVED**, that the funding for Cierra's Club – Batesville Community Education Foundation is approved as recommended by IOTD.

**F. Swiss Wine Festival**

It was recommended by IOTD and the scoring committee to fully fund this project at \$8,000.

**G. Downtown Danville Partnership**

It was recommended by IOTD and the scoring committee to fully fund this project at \$8,000.

**H. Noble County Convention and Visitor's Bureau**

It was recommended by IOTD and the scoring committee to fund this project at the full request of \$4,365.

**I. Cardinal Stage Company**

It was recommended by IOTD and the scoring committee to fully fund this project at \$8,000.

**J. Auburn Cord Duesenberg Festival**

It was recommended by IOTD and the scoring committee to fully fund this project at \$8,000. Jake asked for a motion to approve the funding of this project as recommended by IOTD. Senator Chip Perfect moved to approve the funding. James Wallis seconded the motion; five opposed and five approved. Chairman Brothers-Bridge approved to break tie. The motion carries.

**RESOLVED**, that the funding for Auburn Cord Duesenberg Festival is approved as recommended by IOTD.

**K. Lotus Education & Arts Foundation**

It was recommended by IOTD and the scoring committee to fully fund this project at \$8,000.

**L. Cumberland Arts Goes to Market**

It was recommended by IOTD and the scoring committee to fund this project at the full request of \$7,996.

**M. Museum of Miniature Houses**

It was recommended by IOTD and the scoring committee to fund this project at the full request of \$5,275.

**N. North Adams Arts Council**

It was recommended by IOTD and the scoring committee to fully fund this project at \$8,000.

Jake asked for a motion to approve the remaining recommendations of funding for Main Street Greensburg, SWIRCA & More Brewfest, Swiss Wine Festival, Downtown Danville Partnership, Noble County CVB, Cardinal Stage Company, Lotus Education & Arts Foundation, Cumberland Arts Goes to Market, Museum of Miniature Houses, and North Adams Arts Council. Representative Wes Culver moved to approve the funding. Patrick Tamm seconded the motion; the motion passed unanimously.

**RESOLVED**, that the funding for the remaining ten grant applicants is approved as recommended by IOTD.

**O. Grants not recommended for funding**

Indiana Uplands, City of Fishers, and Kendallville Heritage Association submitted application for the Festival and Event Fast Track grant, but were not recommended for funding by IOTD and the scoring committee.

No action required.

**VI. Presentation of Marketing Asset Grant recommendations**

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

**A. Brown County CVB**

Carrie Lambert, James Wallis, and Patrick Tamm recused themselves due to conflicts of interest.

It was recommended by IOTD and the scoring committee to fully fund this project at \$25,000. Carol asked for a motion to approve the funding of this project as recommended by IOTD. Lorelei Weimer moved to approve the funding. Representative Wes Culver seconded the motion; the motion passed unanimously.

**RESOLVED**, that the funding for Brown County CVB is approved as recommended by IOTD.

**B. Conner Prairie Interactive History Park**

Patrick Tamm joined the council again.

It was recommended by IOTD and the scoring committee to fund this project at full request of \$12,500. Carol asked for a motion to approve the funding of this project as recommended by IOTD. Representative Justin Moed moved to approve the funding. Eric Snow seconded the motion; the motion passed unanimously.

**RESOLVED**, that the funding for Conner Prairie Interactive History Park is approved as recommended by IOTD.

**C. Lawrence County Tourism**

Patrick Tamm recused himself, and James Wallis joined the council again.

It was recommended by IOTD and the scoring committee to fund this project at full request of \$2,500. Carol asked for a motion to approve the funding of this project as recommended by IOTD. Lorelei Weimer moved to approve the funding. Lu Porter seconded the motion; the motion passed unanimously.

**RESOLVED**, that the funding for Lawrence County Tourism is approved as recommended by IOTD.

**D. Visit Hendricks County**

It was recommended by IOTD and the scoring committee to fund this project at full request of \$20,000. Carol asked for a motion to approve the funding of this project as recommended by IOTD. Misty Weisensteiner moved to approve the funding. Lorelei Weimer seconded the motion; the motion passed unanimously.

**RESOLVED**, that the funding for Visit Hendricks County is approved as recommended by IOTD.

**E. Indiana Foodways Alliance**

Patrick Tamm joined the council again.

It was recommended by IOTD and the scoring committee to fund this project at full request of \$1,907.50. Carol asked for a motion to approve the funding of this project as recommended by IOTD. Representative Justin Moed moved to approve the funding. James Wallis seconded the motion; the motion passed unanimously.

**RESOLVED**, that the funding for Indiana Foodways Alliance is approved as recommended by IOTD.

**F. Putnam County CVB**

It was recommended by IOTD and the scoring committee to fund this project at full request of \$23,000. Carol asked for a motion to approve the funding of this project as recommended by IOTD. Lorelei Weimer moved to approve the funding. Patrick Tamm seconded the motion; the motion passed unanimously.

**RESOLVED**, that the funding for Putnam County CVB is approved as recommended by IOTD.

**G. Vincennes/Knox County CVB**

It was recommended by IOTD and the scoring committee to fund this project at full request of \$14,788.10. Carol asked for a motion to approve the funding of this project as recommended by IOTD. Representative Justin Moed moved to approve the funding. Lorelei Weimer seconded the motion; the motion passed unanimously.

**RESOLVED**, that the funding for Vincennes/Knox County CVB is approved as recommended by IOTD.

**H. Main Street Corydon**

Carrie Lambert joined the council again.

It was recommended by IOTD and the scoring committee to fund this project at full request of \$24,710.

**I. Auburn Cord Duesenberg Festival**

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. Eric Snow didn't feel he had enough information to approve or deny this recommendation. Representative Wes Culver asked if more information was available.

**No action**; motion dies and can be brought back in December.

**J. New Albany Historic Preservation Comm.**

It was recommended by IOTD and the scoring committee to fund this project at full request of \$3,875.

**K. Science Central**

It was recommended by IOTD and the scoring committee to fund this project at full request of \$18,048.52.

**L. Town of Hope**

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 and can be brought back in December.

**M. Historic Newburgh, Inc.**

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.

**No action;** motion dies and can be brought back in December.

Carol asked for a motion to approve the remaining recommendations of funding for Main Street Corydon, New Albany Historic Preservation Comm., and Science Central. Representative Wes Culver moved to approve the funding. Lu Porter seconded the motion; the motion passed unanimously.

**RESOLVED,** that the funding for the remaining ten grant applicants is approved as recommended by IOTD.

**P. Grants not recommended for funding**

Indiana State Festival Association, Buskirk-Chumley Theatre, Explore Southern Indiana, Historic Newburgh Inc., Cardinal Stage Company, and Historic Michigan Road Byway Association submitted applications for the Marketing Asset grant, but were not recommended for funding by IOTD and the scoring committee.

No action required.

**VII. Presentation of proposed 2016 Marketing Development Grants**

Chairman Brothers-Bridge asked Carol Sergi to give a presentation on the proposed marketing plan. IOTD proposed expanding into more cities including St. Louis, Indianapolis, Grand Rapids, Dayton and Chicago. A mixed media approach was also proposed using digital, TV broadcast, radio, out of home and street teams. The Council saw a breakdown of

the proposed program matching funds at \$75,000, \$50,000, and \$25,000 opt-in levels. Carol made a recommendation to approve the Marketing Development Grant as proposed. Lu Porter moved to approve the program. James Wallis seconded the motion; the motion passed unanimously. (Note: Chairman Brothers-Bridge had to act as a voting member as Representative Justin Moed had left the room.)

**Resolved**, that the 2016 Marketing Development Grants are approved as proposed by IOTD.

#### VIII. IOTD Update

Jake Oakman gave a quick update on current IOTD projects. Conducting a co-op research program again this year. Have 10+ partners committed, so it can be offered at the lowest price point of \$3,000. The methodology was tweaked this year to account for daytrips.

No motion required as this was an update to the Council.

#### IX. Adjourn

There being no further business, a motion was made by Lorelei Weimer to adjourn the meeting, Lu Porter seconded, and the meeting was adjourned at 12:21 p.m.

Respectfully submitted,



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

ATTEST:



Mark Newman  
Executive Director for IOTD