



Indiana Office of Tourism Development

MINUTES AND MEMORANDA OF A MEETING OF THE TOURISM COUNCIL

Held: September 3, 2015

A regular meeting of the Indiana Tourism Council was held September 3, 2015 at 10:00 a.m. in the Founders' Dining Room at Bankers Life Fieldhouse, E. Georgia Street, Indianapolis, Indiana 46204.

The following individuals were present at the meeting: Tonya Brothers-Bridge (Lieutenant Governor delegate), Mark Newman (Executive Director of the Indiana Office of Tourism Development), Cameron Clark, Patrick Tamm, Lorelei Weimer, Misty Weisensteiner, Carrie Lambert, Senator Chip Perfect, Representative Justin Moed, Representative Wes Culver, Eric Snow, James Wallis, Chris Leininger, Pete Eshelman, Rob Caputo (Proxy), Gale Gerber, Lu Porter, Dr. Jonathon Day, and guests. Senator Jim Arnold was not present.

Rick Fuson, Executive Director of Bankers Life Fieldhouse, welcomed the Council. Tonya Brothers-Bridge served as Chair of the meeting, and upon noting the presence of a quorum, called the meeting to order.

I. Welcome and Introductions

a. Executive Update

No action required, as this was an update to the Council.

II. Ethics Review, Council Structure, and Bylaws of the Indiana Tourism Council

Chairman Brothers-Bridge recognized Kyleen Welling who presented information regarding the Bylaws of the Indiana Tourism Council, Council members participation by electronic means, and conflicts of interest.

Following a discussion, a motion was made by Denise Pence to adopt the Bylaws of the Indiana Tourism Council, which was seconded by Rob Caputo; the motion passed unanimously;

RESOLVED, that the Bylaws of the Indiana Tourism Council are hereby approved to be adopted as the rules and guidelines that govern the Council. (Exhibit A)

III. Presentation of IOTD Grant Programs

Chairman Brothers-Bridge had Mark Newman present information regarding the Indiana Office of Tourism Grant Programs.

Background

The Indiana Office of Tourism Development will begin offering matching grants to cities, towns, counties and nonprofit entities located in Indiana that demonstrate a financial need and are involved with tourism promotion and development. Projects that contribute to the development and improvement of local economies and communities throughout Indiana by means of enhancing, expanding and promoting the visitor industry are eligible to receive funding.

Mission

Indiana Tourism's grant program is dedicated to supporting initiatives that increase industry effectiveness, improve marketing and communication and facilitate cooperation.

Applications and Evaluation Criteria

A competitive application process will be implemented. Applicants will be required to answer a series of questions relating to project scope and desired impact, provide supporting documentation such as a budget, marketing plan, photographs, design renderings and endorsement letters.

Grant applications must be complete and include the following:

- Authorization signatures from the applicant's Board Chair, Executive Director/CEO and grant project manager (if applicable).
- Description of how the project meets the match requirement.
- Demonstration that the project complements and is consistent with existing local, regional or statewide tourism development efforts or marketing initiatives

It was noted that the Place Based Investment Fund will utilize the pre-existing application and evaluation criteria.

A scoring rubric will be applied to applications based on:

- Program description
- Target audience and empirical support
- Measures of success
- Impacts to tourism marketing
- Inclusion of supporting documentation

Review of Applications

Indiana Tourism staff will evaluate the grant applications and make recommendations to the Indiana Tourism Council.

- Recognition and acknowledgement requirements are received.

- A series of status and follow-up reports are received by awardees for them to be considered for future grant awards. Due to Indiana Tourism by the first Friday of every quarter. Note: Festival and Event Fast Track grants are excluded from this report requirement.
- A project completion report is due to Indiana Tourism 30 days after completion of the project.
- A final report is due to Indiana Tourism no more than 15 days after the one year anniversary of the project's completion.

a. Destination Development Grant

Following discussion, Lorelei Weimer and Carrie Lambert recommended pushing the application deadline and subsequent dates back approximately 30 days. Original application date of November 13 has been pushed back to December 11, and original award announcement on January 14 has been pushed back to February 11. A motion was made by Lu Porter to approve the grant guidelines with the amendment, which was seconded by Rob Caputo; the motion passed unanimously;

RESOLVED, that the Council approve the Destination Development Grant guidelines and application with the amendment for the 2015-2016 fiscal year. (Exhibit B)

b. Marketing Asset Grant

Following discussion, a motion was made by James Wallis to approve the Marketing Asset Grant guidelines, which was seconded by Carrie Lambert; the motion passed unanimously;

RESOLVED, that the Council approve the Marketing Asset Grant guidelines and application as it stands for the 2015-2016 fiscal year. (Exhibit B)

c. Festival and Event Fast Track Grant

Following discussion, a motion was made by Gale Gerber to approve the Festival and Event Fast Track Grant guidelines, which was seconded by Denise Pence; the motion passed unanimously;

RESOLVED, that the Council approve the Festival and Event Fast Track Grant guidelines and application as it stands for the 2015-2016 fiscal year. (Exhibit B)

d. Placed Based Investment Fund

Following discussion, a motion was made by Eric Snow to approve the Placed Based Investment Fund guidelines, which was seconded by Misty Weisensteiner; the motion passed unanimously;

RESOLVED, that the Council approve the Place Based Investment Fund guidelines and application as it stands for the 2015-2016 fiscal year. (Exhibit B)

IV. Year-to-Date Summer Campaign Analytics

Chairman Brothers-Bridge recognized Carol Sergi, marketing director of the Indiana Office of Tourism Development, who presented information regarding the analytics and success of the 2015 Spring/Summer campaign.

No action required, as this was an update to the Council.

a. Fall Campaign Plans

No action required, as this was an update to the Council.

V. Other Business

Chairman Brothers-Bridge opened the floor for any further questions or comments. A discussion was had regarding the strategy and focus of the Indiana Tourism Council moving forward.

There being no further business, a motion was made by James Wallis to adjourn the meeting, and the meeting was adjourned at 1:10 p.m.

Respectfully submitted,



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

ATTEST:



Mark Newman
Executive Director for IOTD