



Indiana Office of Tourism Development

MINUTES AND MEMORANDA OF A MEETING OF THE TOURISM COUNCIL

Held: May 19, 2016

An interim meeting of the Indiana Tourism Council was held May 19, 2016 at 10:30 a.m. at the Indianapolis Central Library, 40 E. St Claire St., Indianapolis, IN 46204.

The following individuals were present at the meeting: Danny Lopez (Lieutenant Governor delegate), Mark Newman, Patrick Tamm, Misty Weisensteiner, Carrie Lambert, Sen. Jim Arnold, Rep. Wes Culver, Denise Pence, Eric Snow, Chris Leininger, Lu Porter, Dr. Jonathon Day and guests. Joe Basile, staff attorney of Lt. Governor Eric Holcomb and acting as general counsel to the Tourism Council, was also present. Cameron Clark, Lorelei Weimer, Sen. Chip Perfect, Rep. Justin Moed, James Wallis, Pete Eshelman, Rob Caputo and Gale Gerber were not present.

Mark Newman, executive director of the Indiana Office of Tourism Development, introduced Danny Lopez, Chief of Staff to Lt. Governor Eric Holcomb. Danny served as Chair of the meeting, and upon noting the presence of a quorum counting himself, called the meeting to order at 10:34 a.m.

I. Welcome

II. Approval of minutes

Chairman Lopez asked for a motion for the approval of the Council's February 4, 2016 minutes.

Rep. Wes Culver moved to approve the minutes for the meeting held on February 4, 2016, as presented. Lu Porter seconded the motion; the motion passed unanimously.

RESOLVED, that the minutes for the Indiana Tourism Council meeting held on February 4, 2016 are approved as presented.

III. Introduction of Danny Lopez

Chairman Lopez introduced himself and discussed his new role in the Lt. Governor's office. Moving forward Danny will serve as the chairman to the Council.

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

IV. Revisit Wilstem Ranch Grant Application

Chairman Lopez recognized Kyle Johnson to present the recommended grant award to the Council again for approval. New information that was requested at previous meeting was presented.

The conflict of interest rules were reviewed. In order to pass this recommendation, six votes would be needed to meet simple majority.

A. Visit French Lick West Baden/Wilstem Ranch

Chris Leininger and Misty Weisensteiner recused themselves from voting.

It was recommended by IOTD and the scoring committee to fund this project at full request of \$75,000. The Council asked for more information regarding the habitat and qualifications of the caretakers. The ranch has a USDA license for care of the animals and a certificate of insurance. Kyle asked for a motion to approve the funding of this project as recommended by IOTD.

Chairman Lopez opened the floor for discussion. Council members still had concerns regarding funding a for profit entity, which led to a request for clarification in guidelines. Danny closed the discussion asking for a motion to approve.

Rep. Wes Culver motioned to approve the funding recommendation as is. Lu Porter seconded the motion. Roll call vote is necessary to ensure simple majority. Lu Porter, Carrie Lambert, Sen. Jim Arnold, Denise Pence and Rep. Wes Culver voted in favor; Eric Snow, Patrick Tamm voted nay. Did not reach a simple majority.

RESOLVED; that the funding for Wilstem Ranch was not approved.

V. Presentation of FY 2017 Grant Program

Chairman Lopez recognized Mark Newman to present the 2017 IOTD Grant Program.

A. Review of FY 2017 grant guidelines

It is recommended by IOTD to do away with Fast Track grant program, keep Marketing Asset program, and expand Destination Development program to award fewer but larger awards.

a. Marketing Asset

Designed to support marketing assets to improve effectiveness and efficiency of promotion. These are matching grants less than or equal to \$20k.

b. Destination Development

Designed to fund amenities and experiences that increase tourism, are transformative and large-scale projects. These are matching grants of \$50k-\$250k. Finalists in this program will make a presentation to the Council before approval.

c. Grant program timeline

Grant	Open Call Announced	Applications Due	Report to Tourism Council	Tourism Council Meeting	Award/Finalists Announced
Marketing Asset	5/26/16	7/28/16	8/25/16	9/1/16	9/2/16
Destination Development	9/12/16	12/2/16	TBD	TBD	1/2/17
FINALISTS	COUNCIL PRESENTATIONS March 2, 2017			AWARD WINNER ANNOUNCEMENT MARCH 3, 2017	

d. Grant budget

PROGRAM	BUDGETED AMOUNT
Administrative	\$100,000.00
Marketing Asset	\$200,000.00
Place Based Investment Fund	\$200,000.00
Destination Development	\$500,000.00
TOTAL	\$1,000,000.00

The Council asked for the guidelines to be updated with clarification on eligibility of for

profit entities to be funded by grant program.

Chairman Lopez asked for a motion of approval for the guidelines with updates. Patrick Tamm moved to approve the guidelines with the edits. Eric Snow seconded the motion; the motion was unanimous.

RESOLVED, that the guidelines for the FY 2017 Grant Program are approved with edits.

VI. Executive Director Update

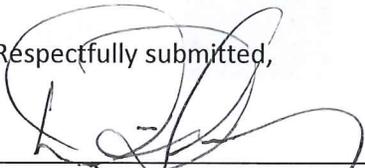
Mark gave an update on the happenings within IOTD. 2016 is a big year for Indiana, with momentum built around Indiana's bicentennial year. He highlighted past and upcoming key activities including Media Marketplace, Hoosier Hospitality Conference, 2016 Spring/Summer campaign, Visit Indiana Week, Agritourism strategy, Grant program kickoff, inaugural season at the Lincoln Amphitheatre, Torchbearer announcement, China trade mission, Grant webinar, Will Koch Indiana Tourism Leadership Award selection and fiscal year end.

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

VII. Adjourn

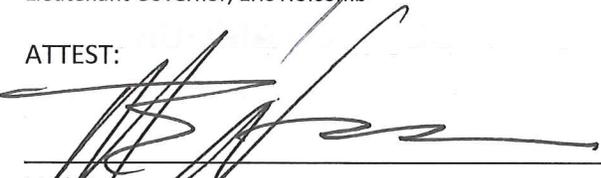
There being no further business, a motion was made by Patrick Tamm to adjourn the meeting, Carrie Lambert seconded, and the meeting was adjourned at 12:04 p.m.

Respectfully submitted,



Daniel Lopez as designee of
Lieutenant Governor, Eric Holcomb

ATTEST:



Mark Newman
Executive Director for IOTD