



Indiana Office of Tourism Development

MINUTES AND MEMORANDA OF A MEETING OF THE TOURISM COUNCIL

Held: March 2, 2017

A quarterly meeting of the Indiana Tourism Council was held March 2, 2017 at 10:00 a.m. at the Center for the Performing Arts, 355 City Center Dr., Carmel, IN 46032.

The following Council members were present at the meeting and contributed to quorum: Mark Wuellner (Lieutenant Governor delegate), Mark Newman, Cam Clark, Patrick Tamm, Lorelei Weimer, Misty Weisensteiner, Carrie Lambert, Denise Pence, James Wallis, Rob Caputo and Lu Porter. Dr. Liping Cai attended as a non-voting Ex-Officio member. Senator Lonnie Randolph, Senator Chip Perfect, Representative Wes Culver, Representative Justin Moed, Eric Snow, Chris Leininger, Pete Eshelman and Gale Gerber were not present.

Upon noting the presence of a quorum, Chairman Wuellner called the meeting to order at 10:09 a.m.

I. Welcome

Mark Wuellner welcomed the council and introduces Tracy Barnes, Chief of Staff to Lieutenant Suzanne Crouch. He went on to talk about the administration's five pillars, the fifth being great government service. The Lt. Governor's Office and IOTD are looking for ways to continually improve the processes of the Tourism Council.

One way to address this is an ongoing list of forum topics, then digging deeper into one or two topics at each council meeting. This will allow the council to have a unified voice regarding critical issues in the travel and hospitality industry.

II. Approval of minutes

Mark Wuellner asked for a motion for the approval of the Council's December 1, 2016 minutes.

A motion was made by Cam Clark to approve the minutes for the meeting held on December 1, 2016, as presented. Lu Porter seconded the motion; the motion passed unanimously.

RESOLVED, that the minutes for the Indiana Tourism Council meeting held on December 1, 2016 are approved as presented.

III. Executive Director Report

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Wuellner turned the floor over to Mark Newman for an update on the Office of Tourism Development. The report included showing the LUX Award for Best Tourism Office in the Midwest, continued success of Indiana Bicentennial Torch Relay (Ball State had won seven awards for the documentary following the Torch Relay), and results of economic impact report year-over-year.

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

IV. Destination Development Grant Presentations

Wuellner explained that there will be three presentations that are meant to be interactive with time for questions at the end. Following the presentation, the council will deliberate to choose grant awards. Wuellner then introduced Kyle Johnson to start the presentation.

Johnson explained that each presentation will be approximately 15 minutes in length with ten minutes for questions following each presentation.

A. Columbus Visitors Center, Inc.

Columbus Visitors Center, Inc. requested \$85,287 for a project titled Vibrant Neighborhoods. The presenters expressed that this project would alter the community forever. The goal of this project is to increase the appeal of Columbus as a tourism destination. Columbus projects that it could see a 27% increase in visitorship by 2021. This project will make Columbus a more desirable place to linger, perhaps lengthening visitor stays and corresponding spend as well as improving the quality of life for residents.

This will be a three-phase process. Step 1: Enlist a national talent to work with stakeholders in each neighborhood to define image of each neighborhood. Step 2: Graphic designer to establish set of design elements for streetscapes. Step 3: Install the urban design elements, activate programming and marketing for each neighborhood.

Four neighborhoods were selected as their destination neighborhoods – Downtown Cultural District, Exit 76 Shopping District, Airpark Campus and State Street. The Downtown Cultural District was designated in 2012 as the Columbus Arts & Entertainment District. This is where Cummins Headquarters is located, and there has been riverfront development. Exit 76 Shopping District is the largest commercial district in the region. It also has the iconic red bridge at this exit. The Airpark Campus is home to the fourth busiest airport in the state. There is a Purdue Polytechnic Institute and an Ivy Tech campus in this area. It is also where the Columbus Soccer Complex is located. State Street already has a large State Street Corridor project in development. The development includes a walking/biking path. Columbus Visitors Center, Inc. hopes to

connect the neighborhoods through 25 miles of paved recreation trails.

The goal of this project is to attract more visitors (up to 27% increase by 2021), lengthen visitor stays and improve quality of life for those who live or want to live in the community.

B. Indiana Military Museum, Inc.

Indiana Military Museum, Inc. has requested \$250,000 for a project titled War Diorama Display. The presenters gave a brief history of the museum located in Vincennes. The museum opened in 1984 and moved to their present site, adjacent to the George Rogers Clark Memorial, in 2012. They offer visitors a chance to see a comprehensive collection of many rare, one-of-a-kind artifacts, and educational and interactive displays ranging from WWI through the Vietnam War.

The museum is hoping to acquire/build 22,900 sq. ft. of additional space through this grant and their matching funds. They were able to meet their matching fund requirements by acquiring sponsorships from Cook Group, Toyota, Jay E. Hayden Foundation, City of Vincennes and the State of Indiana. Design and engineering plans from the Cook Group's chief architect were submitted that demonstrate a commitment to the project's goals. Partnerships with the Knox County Convention and visitors Bureau and the local Chamber of Commerce underscore the cooperative spirit within the community in support of the museum. A newly formed partnership was formed with the Association of Indiana Museums. This partnership will create a "Historic Military Pathway" through the State of Indiana that connects the Indiana Military Museum with Grissom Air Museum and other destinations of military significance.

Along with additional exhibit space, the museum will add to their event development. They plan to host Annual WWI Days, Annual Salute to Veterans of WWII, a Civil War encampment, Vietnam War Salute to Veterans, and Korean War Salute to Veterans.

C. Blackford Development Corporation (Hartford City)

Blackford Development Corporation has requested \$246,995 for a project titled The BlackSmith. The Blackford Development Corporation wants to rehabilitate the historic Smith building in downtown Hartford City and repurpose it as a mixed-use facility. Committed tenants were The Local (a restaurant using locally-sourced ingredients) and Hartford City Brewing Company (the same group that started The Guardian Brewery in Muncie).

The Local would offer a destination dining alternative in the county/region. The kitchen would be led by head chef Michael Smekens and employ 12-15 additional people. The

Hartford City Brewing Company would be a small batch brewery that offered an authentic and unique experience. This brewery would be run by the same group who successfully started The Guardian Brewery in Muncie. The brewery would use between 50-80% local grains in their brewing process. Craft beer has become such a popular reason to travel that Travelocity has created a beer tourism index. A map of breweries in the state showed that this region is lacking this asset.

The proposal outlined strategies for attracting visitors upon the completion of the project. Partnerships with the Indiana Foodways Alliance and several Indiana beer trails are planned.

V. Council Discussion and Decision on Grant Awards

Following the presentations, the Council gathered to discuss and vote on each presentation individually.

A. Columbus Visitor's Center, Inc.

The Council voiced that they feel this may be more of a placed based project than a tourism focused project, but ultimately ended up voting in favor of the project with conditions.

A motion was made by James Wallis to approve the funding for Columbus Visitor's Center, Inc. upon the conditions of submitting additional materials. Lu Porter seconded the motion; the motion passed unanimously.

RESOLVED, that the Tourism Council approves an amount not to exceed \$85,287 for the Vibrant Neighborhood project to the Columbus Visitor's Center, Inc. conditioned upon, by March 21, 2017, applicant provides:

- a.) Letter of support from local neighborhood associations and the City of Columbus
- b.) Implementation plan
- c.) Marketing plan

B. Indiana Military Museum, Inc.

The Council felt this was a great project but expressed concerns regarding a marketing plan. It was discussed at length how the museum could pay for marketing (i.e. require percentage of membership fees go towards marketing, pay a marketing stipend, etc.) In the end it was decided that IOTD will provide marketing technical assistance to the

Indiana Military Museum, Inc.

A motion was made by Lorelei Weimer to approve the funding for the Indiana Military Museum, Inc. Carrie Lambert seconded the motion; the motion passed unanimously.

RESOLVED, that the Tourism Council approves an amount not to exceed \$250,000 to the War Diorama Construction for the Indiana Military Museum, Inc.

C. Blackford Development Corporation (Hartford)

The Council agreed that this was a good project but not appropriate for the intent of this grant. They fear it will open a door to allow any community to come in for a grant when they want to open up a new restaurant. They also voiced concern regarding the tourism draw and longevity of the project.

Based on a show-of-hands vote, the Tourism Council voted unanimously against the funding of this application.

D. Delta Funds

The Council requested that IOTD bring forward the next two highest scoring eligible Destination Development grant applications for consideration at the April meeting.

VI. Adjourn

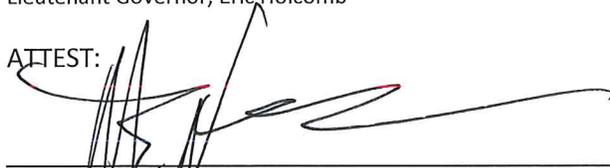
Noting the time, Misty Weisensteiner motioned to adjourn the meeting. Patrick Tamm seconded the motion, and the meeting was adjourned at 2:46 p.m.

Respectfully submitted,



Mark Wuellner as designee of
Lieutenant Governor, Eric Holcomb

ATTEST:



Mark Newman
Executive Director for IOTD