



Indiana Office of Tourism Development

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

Held: June 1, 2017

A quarterly meeting of the Indiana Tourism Council was held June 1, 2017 at 10:30 a.m. at the James Whitcomb Riley Museum Home and Visitor Center, 528 Lockerbie St., Indianapolis, IN 46202.

The following Council members were present at the meeting: Lt. Gov. Suzanne Crouch, Mark Wuellner (Lieutenant Governor delegate), Mark Newman, Cameron Clark, Eric Snow, Lorelei Weimer, Misty Weisensteiner, Carrie Lambert, Denise Pence, James Wallis, Rob Caputo, Lu Porter, Senator Chip Perfect, Representative Wes Culver, and Dr. Jonathon Day. Senator Lonnie Randolph, Representative Justin Moed, Chris Leininger, Pete Eshelman, Dr. Liping Cai, Patrick Tamm and Gale Gerber were not present.

Lt. Gov. Crouch called the meeting to order at 10:34 a.m.

### I. Welcome

Lt. Gov. Crouch welcomed the council, calls it to order, and introduces James Mize, Director of the James Whitcomb Riley Museum Home. He talks briefly on the history of Riley and the facility, and the events hosted on grounds. A video is shown of the facility's features. The Lt. Gov. then asked council members to introduce themselves, and thanked Mark Wuellner for leading the council and Mark Newman for his leadership of IOTD.

### II. Approval of minutes

Lt. Gov. Crouch asked for a motion for the approval of the Council's April 7, 2017 minutes.

A motion was made by Rep. Wes Culver to approve the minutes for the meeting held on April 6, 2017, as presented. James Wallis seconded the motion; the motion passed unanimously.

**RESOLVED**, that the minutes for the Indiana Tourism Council meeting held on April 7, 2017 are approved as presented.

### III. Message from Lt. Governor Suzanne Crouch, Chair

#### a) Vision for grant program

The Council is looking for the program to award larger grants.

- b) Vision for discussion, information sharing and collaboration

It is discussed that council members are ambassadors for the state and will be looked upon for guidance regarding the direction of the industry. It is agreed that the industry needs to capitalize on Film Indiana; *A League of Their Own* being filmed at Bosse Field in Evansville is mentioned.

- c) Vision for collective positions and resolutions

The Tourism Task Force was created by recent legislation to review what that state should do in the future as a tourism entity.

The Lt. Gov closed her remarks by thanking the council for their service.

#### **IV. Executive Director Report**

- a) Mark Newman welcomed and introduced Emily McNally, new Senior Project Manager, and Courtney Graham, summer intern, to the Council.
- b) Over the last few month, IOTD has been focuses on strengthening PR relationships. The annual Media Marketplace was held at the state fairgrounds in April, hosting 57 media outlets for the purposes of meeting with 30 different exhibitors. IOTD also hosted a peer group from China, to discuss the perspective of international visitors to Indiana.
- c) In May, IOTD hosted Visit Indiana Week, including the annual highlight Free Day at the State Parks. Newman thanked Cam Clark for his work making it happen. The Lt. Gov. asked Clark about attendance; Clark did not have 2017 specific data but acknowledges the success of the program in the past. Clark also raised awareness to the fact that certain parks are seasonal in their attendance (i.e., the Dunes see the overwhelming majority of their visitors in the summer months; Brown County is most popular in the fall). IOTD was also incredibly excited to report on the Indiana Road Rally, presented by Midwest Living Magazine, as part of Visit Indiana Week. The Rally visited Clark & Floyd Counties, Hamilton County, and Ft. Wayne. The Rally produced 83 media hits, while social media engagement increased by 360%. Midwest Living will publi9sh a 9-page feature covering the Rally in their next issue, reaching 4 million+ readers. Finally, MegaFam Tours has placed two tours in Indiana: one along the South Shore line, and the other in Indianapolis and Speedway. MegaFam provides tours of the US with operators from the UK and Ireland. This is the second time we have partnered with Visit Indy to secure MegaFam tours, and there has been lots of great feedback so far.
- d) Briefly mentioned were the upcoming campaign media blitz, with 22 radio and television appearances scheduled for Cincinnati, Louisville, Chicago, Indy, and others;

the 8- episode WGN road trip series on Indiana destinations, including French Lick/West Baden; the full week of WXIN Getaway Giveaways; an upcoming tv segment featuring the Dunes; and the June BlogHouse conference, with pre- and post- event fam tours.

- e) Carol Sergi attended the China readiness seminar, an exchange of best practices that added Google Translator to our website. VisitIndiana.com can now be read in 22 different languages.
- f) IOTD is working with the IEDC, Visit Indy, and IND airport for a direct flight between IND and London.
- g) Newman is leaving this weekend (June 4) for IPW in Washington, DC. This tradeshow, one of the industry's largest, gives access to international tour operators to schedule tours. This is IOTD's first time being represented at IPW, and Indiana destinations will be talked up at every opportunity. Newman also plans on meeting with Indiana's delegation on Capitol Hill before returning to Indy.
- h) As a direct result of the Council's support of Sports Indiana, 41 NCAA Championship events were recently slotted to Indiana, hosted by 8 different members of SI. This is a huge accomplishment for Indiana.
- i) The Economic Impact Calculator is being developed. The EIC will enable us to predict the economic impact of events, and to measure afterwards the true impact.
- j) Newman reminded the Council that nominations for the Will Koch Tourism Leadership Award are due before the June 9<sup>th</sup> deadline. Hoosier Hospitality Award nominations are due by June 19<sup>th</sup>. The awards ceremony is held in August at the State Fair.

## V. Discussion

- a) Eric Snow asked about the projected impact from Chinese visitors. Newman said IOTD has some information, but pointed to Jonathon Day as a big help in data and measurement. Wallis asked the Council to help accumulate data on foreign travelers to aid in the effort to acquire a nonstop flight to London from IND.
- b) Sen. Chip Perfect noted that the tourism industry increases quality of place, which attracts young people to move to and stay in Indiana, which in turn is critical to the economic growth and future of the state. He noted that young people focus on where they want to live and not necessarily where they want to work. They want to live where there are fun things to do. The state is not retaining enough high school and college

grads to maintain the pace of growth much longer. Clark reiterated; said that millennials are very mobile and willing to move. This can't be ignored. Tourism has a responsibility to focus on promoting Indiana's natural assets to keep young people from moving to states with mountains, ocean beaches, etc.

- c) Lt. Gov. Crouch noted that IOTD received a budget increase of \$300,000 with an additional \$175,000 from INDOT for helping with the road signage program. Newman thanked the Lt. Gov. for her efforts in helping to acquire the money from INDOT. The Lt. Gov. then asked for research about millennials. Newman said that the Council had not done research, but independent research had been conducted around the state.

#### **VI. Destination Development Grants**

Newman pointed out that the amenities that appeal to people who want are looking to live in a place are the same amenities that attract visitors. The DDG program goal is to improve those amenities by encouraging big ideas.

The program has awarded 18 DDGs, and will continue to operate in the \$50k-\$250k per grant range. The lead applicant must be a non-profit.

A significant issue with previous applications has been completeness and threshold requirements. Applications must be complete according to the guidelines set forth, and have the authorization signatures from necessary parties. Applications must detail how the proposal fits in with local, regional, or statewide efforts, and contain letters of commitment with a description of matching funds, quantitative and qualitative demonstration of benefits of the project, a detailed line item budget, project timeline, project photographs and/or renderings, marketing and sustainability plans explaining how the asset will be promoted and maintained, and a demonstration of required permits or licenses (if applicable). IOTD will contact applicants to provide them an opportunity to correct incomplete applications. Corrections must be submitted within 3 days of notification.

Wuellner noted that these changes are in response to council feedback after the last round of the process. Lorelei Weimer asked if existing projects should be included. Newman explained that the intent of the program is to make sure that a big impact is felt. Weimer suggested that products that have become less relevant could be reinvented. Misty Weisensteiner added that some rural communities might benefit from the opportunity to revamp and reinvent older communities. Carrie Lambert clarified that the new language seems open to those types of projects. Newman distinguished between replacing an old building with a new building that is the same (not the aim of DDGs), and building a new building that modernizes and reinvents. Denise Pence asked if the Military Museum project was not just an enhancement of a current facility. Wallis asked that enhancement that could

lead to economic development be considered for grant money, and added that it sounds like all council members are speaking toward the same goal. Lambert asked for clarification on the funding.

Lorelei Weimer noted that turnaround time is very tight for the major projects that the council is seeking; also noted that one month is a difficult timeline for scoring projects. Newman assured that one month for scoring is plenty. Lambert requested that time be available to encumber funds if the Council is not satisfied with applicant presentations. Newman responded that the link to the guidelines will be added to the application to help ensure that it is seen by applicants. Demonstration of a marketing plan is added as a requirement in the application. Wallis asked to for the word "enhancement" to be added to the project.

Lambert asked about reports from those projects previously selected. Adam Moschell noted that the first project from the initial round to be completed will be completed in August. He noted that one project has recently asked for an extension due to unforeseen issues. Lu Porter asked further about the extension; Moschell followed up by saying the grantees have asked for a 12 month extension; he is awaiting a full proposal of the extension. The grantees are not at fault for the cause of the delay.

Lt. Gov. Crouch suggested the Council look to start releasing resolutions about topics related to the industry, and asked for suggestions. Wallis suggested work force development and population growth, as well as the impact of ride sharing services and Air B&B on the tourism industry. He said he would be willing to lead the discussion at the next meeting.

The Lt. Gov. asked for a discussion on Film Indiana. James Wallis said a study was done a few years ago that would possibly be worth revisiting. He volunteered his organizations to help in the effort. Day asked if the Tourism Task Force could look into those issues.

The Lt. Gov.'s counsel said that five tourism professionals will be appointed by the Lt. Gov. to review other states' levels of funding, their relationship with state government, and the impact of their funding relative to economic impact in other states. They will be used until the next budget in 2019. The Lt. Gov.'s office will bring names to the Council in September to give their recommendations for the taskforce. They also asked for suggestions from the Council. The TTF is being designed to look outside the state to create recommendations for the future funding of IOTD. Rep. Culver noted that that TTF was not created to study the industry for best practices in workforce development, but with seeing what other states are doing.

Pence said that major corporations should be asked to help with acquiring the direct flight to London. Day said that perhaps funding should be added to IOTD for the purpose of

attracting airlines to create flights to new locations.

The Lt. Gov. thanked all for a great discussion. Wallis asked whether workforce development or shared economies would be preferable for the next meeting. Rep. Culver noted that a study is currently being done on Air B&B, and perhaps someone could present on that study. He also noted that the workforce topic should include IEDC. Lambert expressed a desire to have ITA involvement on the workforce topic. Wallis said that a sub-group of three or four could be formed to discuss workforce development. Rep. Culver expressed a desire to be involved, and noted the emphasis should focus on quality of place. Lambert said she would help with the committee.

#### VII. Adjourn

Lt. Gov. Crouch asked for a motion to adjourn. Sen. Perfect motioned to adjourn the meeting. Lu Porter seconded the motion, and the meeting was adjourned at 12:00 p.m.

Respectfully submitted,

  
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Lt. Governor Suzanne Crouch

ATTEST:

  
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Mark Newman  
Executive Director for IOTD