



Indiana Office of Tourism Development

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

Held: February 4, 2016

An interim meeting of the Indiana Tourism Council was held February 4, 2016 at 10:30 a.m. in Indiana Government Center South, Conference Room 14, 302 W. Washington St., Indianapolis, IN 46204.

The following individuals were present at the meeting: Tonya Brothers-Bridge (Lieutenant Governor delegate), Mark Newman, Cameron Clark, Lorelei Weimer, Misty Weisensteiner, Carrie Lambert, Lu Porter, Pete Eshelman, Rob Caputo, Representative Justin Moed, Patrick Tamm, Eric Snow (phone), Dr. Jonathon Day (ExOfficio), and guests. Mark Wuellner, Deputy Chief of Staff to Lt. Governor Sue Ellspermann and general counsel for the Tourism Council, was also present. Senator Jim Arnold, Senator Chip Perfect, Representative Wes Culver, Denise Pence, Chris Leininger, 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 10:37 a.m.

### I. Welcome

### II. Approval of minutes

Chairman Brothers-Bridge asked for a motion for the approval of the Council's December 3, 2015 minutes.

James Wallis moved to approve the minutes for the meeting held on December 3, 2015, as presented. Cam Clark seconded the motion; the motion passed unanimously.

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

### III. Introduction of Mark Wuellner

Chairman Brothers-Bridge introduced Mark Wuellner, Deputy Chief of Staff to Lt. Governor Sue Ellspermann, to the Tourism Council. Moving forward Mark will serve as the general counsel to the council.

Conflicts of interest may be sent to Mark. He will prepare and file the necessary paperwork to document the conflicts. Council members will be able to sign documentation at the end of the meeting.

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

#### IV. Presentation of Destination Development Grant Recommendations

Chairman Brothers-Bridge recognized Kyle Johnson to present the recommended grant awards to the Council for approval. Scoring committee was made up of representatives from the Office of Community and Rural Affairs, Indiana Office of Tourism Development and the Lt. Governor's grant services team.

##### A. Haan Mansion Museum of Indiana Art

It was recommended by IOTD and the scoring committee to fund this project at full request of \$49,244. Kyle asked for a motion to approve the funding of this project as recommended by IOTD. The Council expressed concerns about promotion after sculptures and trail are in place. The application stated that the existing marketing plan would be adjusted to accommodate the additions.

Noted that Representative Justin Moed joined the meeting, so Chairman Brothers-Bridge removed herself from voting. Lu Porter moved to approve the funding. Cameron Clark seconded the motion; the motion passed unanimously.

**RESOLVED;** that the funding for Haan Mansion Museum of Indiana Art is approved as recommended by IOTD.

##### B. Hoosier Mountain Bike Association

Cameron Clark recused himself due to conflict of interest.

It was recommended by IOTD and the scoring committee to fund this project at full request of \$50,000. Kyle asked for a motion to approve the funding of this project as recommended by IOTD.

Noted that Patrick Tamm joined the meeting. James Wallis moved to approve the funding. Carrie Lambert seconded the motion; the motion passed unanimously.

**RESOLVED;** that the funding for Hoosier Mountain Bike Association is approved as recommended by IOTD.

##### C. Incorporated Town of North Judson

Cameron Clark joined the Council again.

It was originally recommended by IOTD and the scoring committee to fund this project at full request of \$34,897. Kyle noted that due to the cash match only being \$31,987,

we could not fund it at the full request but rather at a value equal to the cash match (\$31,987). He asked for a motion to approve the funding of this project as revised by IOTD. Lorelei Weimer moved to approve the funding. Misty Weisensteiner seconded the motion; the motion passed unanimously.

**RESOLVED**, that the funding for Incorporated Town of North Judson is approved as recommended by IOTD.

#### **D. Orange County Convention and Visitors Bureau**

Misty Weisensteiner and Carrie Lambert recused themselves due to conflicts of interest.

It was recommended by IOTD and the scoring committee to fund this project at full request of \$75,000.

Members of the Council questioned the eligibility of this application because the main beneficiary would be a for profit entity. This led to a debate about whether the Council wants to go down the path of funding privately owned, for profit enterprises. The Council also expressed concerns about the safety and well-being of the elephants on the ranch. However, it was agreed that the project would have a multiplier effect on the town and surrounding community, spurring economic development in the area.

Lorelei Weimer motioned to table the grant application until the Council can receive more information on industry standards and financial stability, and decide on the funding of private entities. Rob Caputo seconded the motion. Pete Eshelman and Eric Snow voted against; the remainder of the members present voted to approve, and the motion carried.

**No action**; motion for approval is tabled and can be brought back in March.

#### **E. Switzerland County Historical Society**

Misty Weisensteiner and Carrie Lambert joined the Council again.

It was recommended by IOTD and the scoring committee to fund this project at full request of \$75,000. Kyle asked for a motion to approve the funding of this project as recommended by IOTD.

Mark Newman noted that this is an opportunity to visibly support historic barn preservation legislation. Cameron Clark moved to approve the funding. Patrick Tamm seconded the motion; the motion passed unanimously.

**RESOLVED**; that the funding for Switzerland County Historical Society is approved as

recommended by IOTD.

**F. Proposed projects to not be funded**

Floor opened for the Council to ask questions.

**V. 2014 Economic Impact Report**

Chairman Brothers-Bridge recognized Mark Newman to present the 2014 Economic Impact.

**A. 2015 Industry Barometer**

- a. Wrapped up on positive note
- b. Low gas prices, high level hotel stays

**B. H2G Resonates**

- a. Increased consumer engagement, increased ROI
- b. 165,000 leisure trips generated from campaign
- c. Consumers rated H2G platform at a 9 out of 10
- d. Tax ROI increased from \$5.09 in 2014 to \$5.56 in 2015
- e. Commitment to going into Chicago market

**C. Economic Impact Infographic**

**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. Also celebrating 100<sup>th</sup> running of Indianapolis 500, State Parks centennial, 30<sup>th</sup> anniversary of *Hoosiers*, and Lincoln family moved to Indiana 200 years ago. Torch Relay is the big project for IOTD. Torchbearer nominations closed with over 3,000 nominees.

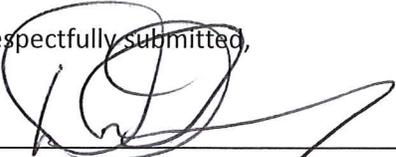
Indiana tourism has been in the news. Indiana was named one of USA Today's top 14 places to visit in 2016, the Levi Coffin House Interpretive Center was named one of twelve new museums to visit in 2016 by Smithsonian Online Magazine, Mark and Jake traveled to NYC for desk-side visits with major publications and have another trip tentatively scheduled for March in Des Moines, and Media Marketplace registration is open for April.

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

**VII. Adjourn**

There being no further business, a motion was made by Cameron Clark to adjourn the meeting, Lu Porter seconded, and the meeting was adjourned at 12:02 p.m.

Respectfully submitted,



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Daniel Lopez as designee of  
Lieutenant Governor, Eric Holcomb

ATTEST:



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Mark Newman  
Executive Director for IOTD

