



Indiana Office of Tourism Development

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

Held: September 1, 2016

A quarterly meeting of the Indiana Tourism Council was held September 1, 2016 at 10:30 a.m. at Grand Park, 711 E 191<sup>st</sup> St., Westfield, IN 46047.

The following Council members were present at the meeting and contributed to quorum: Danny Lopez (Lieutenant Governor delegate), Mark Newman, Lorelei Weimer, Misty Weisensteiner, Carrie Lambert, Rep. Wes Culver, Eric Snow, James Wallis, Chris Leininger, Rob Caputo, Gale Gerber, Lu Porter. The following Council members were presented telephonically at the meeting and contributed to quorum: Patrick Tamm, Denise Pence and Representative Justin Moed. Dr. Jonathon Day and Dr. Liping Cai attended as non-voting Ex-Officio members. Mark Wuellner, Deputy Chief of Staff to Lt. Governor Eric Holcomb and acting as general counsel to the Tourism Council, was also present. Senator Jim Arnold, Senator Chip Perfect and Pete Eshelman were not present.

In the absence of Chairman Danny Lopez, Mark Wuellner, Deputy Chief of Staff to the Lt. Governor, acted as chair. Upon noting the presence of a quorum, Wuellner called the meeting to order at 10:34 a.m.

### I. Welcome

Mark Newman, Director of the Indiana Office of Tourism Development, introduced Todd Burtron, Chief of Staff and Deputy Mayor of Westfield. Burtron welcomed the Council to Westfield and touted the success of Grand Park as far as economic impact and visitors.

### II. Approval of minutes

Mark Wuellner asked for a motion for the approval of the Council's May 19, 2016 minutes.

A motion was made to approve the minutes for the meeting held on May 19, 2016, as presented. Upon being seconded; the motion passed unanimously.

**RESOLVED**, that the minutes for the Indiana Tourism Council meeting held on May 19, 2016 are approved as presented.

### III. Approval of FY17 Grant Budget

Mark Newman presented the Council with a proposed budget breakdown for the four grant programs.

James Wallis moved to approve the FY17 Grant Budget as presented. Eric Snow seconded the motion; the motion passed unanimously.

**RESOLVED**, that the FY17 Grant Budget is approved as presented.

#### IV. Presentation of Marketing Asset Grant Recommendations

Wuellner recognized Carol Sergi to present the recommended grant awards to the Council for approval. This is the second round of Marketing Asset grants for the Indiana Office of Tourism Development.

##### A. President Harrison Presidential Site

James Wallis recused himself from voting due to a potential conflict of interest and left the room according to the ethics screen established by ethics officer to the Council.

It was recommended by IOTD and the scoring committee to fund this project at the full request of \$20,000. Carol asked for a motion to approve the funding of this project as recommended by IOTD.

Wuellner opened the floor for discussion. Rep. Wes Culver voiced concern over how a film would increase visitors. The company has developed partnerships that would allow them to broadcast around the state, thus creating interest.

Wuellner closed the discussion asking for a motion to approve. Lu Porter motioned to approve the funding recommendation as is. Cameron Clark seconded the motion; Rep. Wes Culver voted nay. The motion carried with the majority voting in favor.

**RESOLVED**; that the funding for the Benjamin Harrison Presidential Site is approved as recommended by IOTD.

##### B. Columbus Area Visitor Center

Danny Lopez arrived to the meeting and resumed the duties as chairperson of the council. James Wallis returned to the room, and there were no other recusals for this vote.

It was recommended by IOTD and the scoring committee to fund this project at the full request of \$6,000. Carol asked for a motion to approve the funding of this project as recommended by IOTD.

Dr. Jonathon Day asked what are the marketing assets that will result by funding this project. CVBs know that attending trade shows produces business, but this would also be part of a strategic marketing plan for the future and a collaborative effort of three

counties. Other members voiced concern about paying for attending trade shows or conferences, but the precedent was set by funding the Indiana Foodways Alliance to attend a trade show during the last round of grant funding. Lorelei Weimer said we do not want to put ourselves in a position of automatically funding attendance at tradeshows. This is a competitive grant process, so that will play into deciding which assets or activities will be funded.

Chris Leininger motioned to change the application to show applicants will be approved based on merit and not predicted by past funding approvals. Lorelei seconded the motion; the motion carried unanimously.

**Resolved**, that the application will be updated to state that past funding will not predict future funding.

James Wallis motioned to approve the funding of this project as recommended. Gale Gerber seconded; the motion carried unanimously.

**Resolved**, that the funding for Columbus Area Visitor Center is approved as recommended by IOTD.

#### C. **Spencer County Tourism Commission**

Eric Snow and Cameron Clark recused themselves for the voting of this project due to a potential conflict of interest and left the room according to the ethics screen established by ethics officer to the Council.

It was recommended by IOTD and the scoring committee to fund this project at the full request of \$12,248. Carol asked for a motion to approve the funding of this project as recommended by IOTD.

This project will fund information kiosks at heavily visited attractions in the area. It will provide visitors with other activities, lodging and dining options in Spencer County and the surrounding area.

Lorelei Weimer motioned to approve the funding of this project as recommended. Rep. Justin Moed seconded; the motion carried unanimously by those in the room.

**Resolved**, that the funding of Spencer County Tourism Commission is approved as recommended by IOTD.

#### D. **Kurt Vonnegut Museum & Library**

Eric Snow and Cameron Clark returned, and there were no recusals for this vote.

It was recommended by IOTD and the scoring committee to fund this project at the full request of \$6,500. Carol asked for a motion to approve the funding of this project as recommended by IOTD.

Following a discussion, Rep. Wes Culver motioned to approve the funding of this project as recommended. Rep. Justin Moed seconded; Cameron Clark voted against the motion. The motion carried with a simple majority.

**Resolved**, that the funding of the Kurt Vonnegut Museum & Library is approved as recommended by IOTD.

**E. Southern Indiana Regional Marketing Co-op**

Eric Snow, Chris Leininger and Misty Weisensteiner recused themselves for the voting of this project due to a potential conflict of interest and left the room according to the ethics screen established by ethics officer to the Council.

It was recommended by IOTD and the scoring committee to fund this project at the full request of \$12,500. Carol asked for a motion to approve the funding of this project as recommended by IOTD.

Lorelei Weimer motioned to approve the funding of this project as recommended. Cameron Clark seconded; the motion carried unanimously by those in the room.

**Resolved**, that the funding of Southern Indiana Regional Marketing Co-op is approved as recommended by IOTD.

**F. Hamilton County Tourism**

Chairperson Danny Lopez had to leave for reasons unrelated to the Hamilton County Tourism recommendation, so Mark Wuellner resumed duties acting as chairperson for the council.

Eric Snow, Chris Leininger and Misty Weisensteiner returned, and there were no recusals for this vote.

It was recommended by IOTD and the scoring committee to fund this project at the full request of \$20,000. Carol asked for a motion to approve the funding of this project as recommended by IOTD.

Cameron Clark motioned to approve the funding of this project as recommended. Gale Gerber seconded; the motion carried unanimously.

**Resolved**, that the funding of Hamilton County Tourism is approved as recommended by IOTD.

**G. City of Princeton**

It was recommended by IOTD and the scoring committee to fund this project at the full request of \$12,501.61. Carol asked for a motion to approve the funding of this project as recommended by IOTD.

The council voiced concerns that tourism is an afterthought in this project and that it is duplicating efforts that the local convention and visitors bureau already maintains.

Following discussion there was no motion. This recommendation will be tabled and not funded at this time.

**V. Presentation of Destination Development Grant Application**

Mark Wuellner recognized Mark Newman to present the Destination Development Grant Application.

**A. Review of Grant Application**

Grant guidelines are available for review on the Visit Indiana industry website. Application will be posted upon approval. Edits we made based on feedback from council members, including that past funding decision by the Council do not guarantee future funding by the Council. No additional requirements were added, only clarifying language to ensure the best applications.

Carrie Lambert pointed out that the date December 2 needed to be updated to December 1 to match our council meeting schedule.

**RESOLVED**, that the Destination Development Grant Application is approved with edits.

**VI. Executive Director Update**

Chairperson Lopez returned to the meeting and resumed the duties as chairperson of the council. Mark Newman introduced Dr. Liping Cai of Purdue University and Amy Howell, new communications director for IOTD.

Council members started leaving as the meeting ran over time. By the end of the Executive Director update, the Council had lost quorum.

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

**VII. Discretionary Grant Distribution Proposal**

Mark Newman passed out one idea of how the Office of Tourism might use remaining grant dollars for the council's review. No action was requested and none was taken.

**VIII. Adjourn**

Noting a lack of quorum, the meeting was adjourned at 12:38pm.

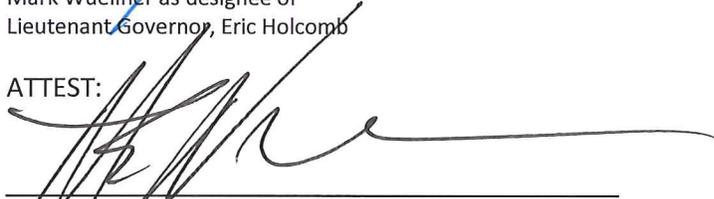
Respectfully submitted,



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Mark Wuellner as designee of  
Lieutenant Governor, Eric Holcomb

ATTEST:



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Mark Newman  
Executive Director for IOTD