

Hancock County Tourism Commission Meeting

June 12, 2018 5:00p.m.

City Hall, Greenfield, Indiana

Board Members Present:

Brandi Zimmer, President

Earl Smith, Board Member

Rosalee Richardson, Vice President

Amanda Everidge Board Member

George Langston, Board Member

Kelly McClarnon, Treasurer

Shirley Matlock, Secretary

The regular meeting of the Hancock County Tourism Commission was called to order on Tuesday, June 12, 2018, at 5:09 p.m.

President Brandi Zimmer opened the meeting in due order and prior to roll call it was brought to the attention of the gallery that the committee was looking over submitted grant applications and discovered that there would not be enough funds available to meet the total dollar amount being requested. Brandi asked if there was anyone who would be able to wait until the July meeting for grant monies as there was to be an Appropriation request going before the County Council on June 13. Main Street Art and Music Festival indicated they could wait and Nameless Creek Youth Camp indicated they could possibly due a partial request now and come back in July. All others indicated the need was immediate.

Shirley called roll and all members were present.

An Executive Session was scheduled for Monday, June 18, at 4pm at the Tourism Office.

Minutes were not received for print and were read by Shirley. George motioned that minutes would be approved with caveat that corrections and/or additions be made, if necessary. Kelly 2nd. All approved.

Treasurer's report was not read.

Kelly reported we have \$34,805.63 available for grants. June 13 appropriation has been requested for \$27,300. This amount includes \$7,300 for payroll correction, \$10,000 for grants, \$10,000 for new event expense. George will attend the June 13 meeting to observe vote at 9am. If approved, it will go through due process and monies should be available in approximately 10-15 days.

Treasurer's Expense Report and Director's Expense Reports were read. George motioned to approve, 2nd by Brandi. All approved.

Earl moved to accept and approved the 2019 Budget as presented. George 2nd. All approved.

Bank Search Update:

George reported he believes Star Bank is who we should go to based on the information regarding fees, interest, and overall services. Earl moved we transfer all accounts from PNC to Star Bank in Greenfield. Kelly 2nd. All approved.

Neopost:

Rich Wilson present for questions on the Lease Agreement from Neopost. This is a commercial contract and our attorney has written a contract that will supersede the Neopost contract to ensure we are following state regulations. Kelly motioned we sign lease. Brandi 2nd. All approved.

Deck App was presented by Patrick Stewart. This is an event management application which can increase global exposure. We are being offered use of the application "My Deck App" at no charge, being one of the first entities to use and beta test. This may be considered an "in kind" donation and needs to be confirmed with our attorney to make sure we are within rules. Brigitte will have approval of anything being posted. Earl motioned we use the app. George 2nd. All approved.

Katy Cavaleri:

IN Department of Tourism and Indiana Festival Guide presented advertising opportunities:
Festival Guide (have done previously): 2 page ad \$7,400 Shirley motioned to approve the ad. Kelly 2nd. Rosalee sustained. All others approved. Motioned approved.

Travel Guide: (have done previously and also paid for hotel ads): Hotels- \$380/listing, buy 5 and get one free. We would have a 1/3 page ad for \$5,400. The hotel ads would be \$3,800. We may also have an ad in the Indiana State Map for \$2,500. Kelly motioned we approved purchase of all ads for \$13,900. Earl 2nd. All approved.

Web Vlog Series: New opportunity through "Katie's Home-State Adventures" vlog series. Up to 3 locations this fall. Seen on Facebook and Youtube as well as VisitIndianaFall.com for \$5,000. Amanda motioned to put in request for inclusion as they are doing a limited number of locations with understanding that we will not pay if not selected. Kelly 2nd. Rosalee voted no. Earl abstained. All others voted to approve. Motion passes.

Grants:

Greenfield Main Street ó Shelly Swift: Request for Festival Guide advertising for 10 events, \$2,550. She asked to be included on July agenda for consideration of other items not needed tonight as listed on application. Kelly motioned we approved \$2,550 and have her back next month for balance of request. Amanda 2nd. All approved

Main Street Art and Music Festival -Lacy Willard: will come back in July for request.

New Palestine Summer Fest ó Kim Taylor: Request for \$4,000 for advertising, banners, yard signs, and digital marketing and to come back in July to request grant for poles as requested. motioned we approve \$4,000 grant and have Kim come back in July to present balance for grant consideration. Shirley 2nd. All approved.

Jane Ross Reeves Octagon House-Virginia Harrell: They are receiving 1,000 guest annually. Request for \$2,500 grant for website development and \$10,000 grant for asphaltting of parking lot. George motioned we grant \$12,500. Rosalee 2nd. All approved.

Mental Health Partners of Hancock County-Kim Hall: Requesting \$14,630 grant requested for print and digital advertising for Pennsy Trail Art Fair & Music Festival. Shirley motioned to approved \$9,000 grant tonight with balance of \$5,630 grant to be distributed in July contingent on approval of secondary appropriation. Earl 2nd. All approved.

Cumberland Arts to Market-Sarah Bowers: Requesting \$2,672 grant for advertising. Rosalee motioned to approved \$2,672 grant. Shirley 2nd. All approved.

Nameless Creek Youth Camp-Jerry Bell: Total grant request of \$7,700 for finish project to new lodge and site preparation for parking lot. George motioned to approved \$4,000 grant tonight with balance of \$3,700 grant to be distributed in July contingent on approval of secondary appropriation. Amanda 2nd. All approved.

Hancock Hope House-Andrea Mallory ó will come back in July

Executive Directors Report (see Report)

Actionable items from Brigitte:

Riley Showcase ó Gary West performing Friday. His cost is \$3,500. Suggested ticket price is \$5 in advance from the Visitors Center and \$8 at the door. The Historical Society will present Sammy Terry on Saturday. The Friends of Theatre will be ushering and tending the restroom. We will be paying for the tech persons for the theatre and housekeeping Friday, Saturday, and Sunday. Requesting \$5,000 budget for the event. Rosalee motioned we allocate \$4,000 now and \$1,000 later when it is needed. Amanda 2nd. All approved.

Chocolate Walk ó Brigitte will be using money already available in her budget.

Ads- She is working on the ads for the fall publications and also öGuest Questö which promotes to persons in Illinois and Ohio.

Earl motioned to adjourn. Shirley 2nd. All approved.

Next meeting July 10, 2018.

Adjourned 7:15 pm.