

Hancock County Tourism Commission Meeting
January 9, 2018 5:00p.m.
City Hall, Greenfield, Indiana

Board Members Present:

Earl Smith, President
George Langston, Board Member
Shirley Matlock, Board Member
Kelly McClarnon, Treasurer
Rosalie Richardson, Board Member
Brandi Zimmer, Secretary

Board Members Absent:

The regular meeting of the Hancock County Tourism Commission was called to order on Tuesday, January 9th, 2018 at 5:00 p.m. President Earl Smith opened the meeting in due order and called roll. 6 board members were present.

Welcome new board member George Langston was appointed by the County Commissioners.

Dan Theobald will be replaced by Feb meeting he has resigned.

Kelly motions to approve last month's minutes as presented
Brandi 2nd
All approved

Kelly McClarnon, Treasure's Report:

No report at this time.

Account	Date	Balance
Tourism		
Fairgrounds		
Ex. Director		

Update on the HCVB lease agreement for the Visitor Center.

Kevin has looked over the contract and made suggestions.
Sarah was present if there were questions. Please send back to Sarah for her comments/acceptance.
Thank you Sarah for serving on the board.

Kelly makes a motion to proceed with the HCV lease agreement with Kevin's corrections and have it sent back to Sarah for review.

Brandi 2nd

All in favor

George abstains

HEDC Membership fees

It was tabled last month. They are requesting \$2,500. The decision is to have a voice on the board or not. \$1,000 just membership, \$2,500 is a seat on the board.

Rosalie moves to pay membership fees of \$1,000

Kelly 2nd

Nays have it at this time

Earl moves to pay membership fee of \$2,000

George 2nd

All in favor

Rosalie opposed

Elections

Earl is stepping down as President

Earl nominates Brandi for President

Kelly 2nd

All approved

Earl wants to thank all the board members for serving. We thank Earl for all he has done.

Earl nominated Shirley for Secretary

Kelly 2nd

All approved

Kelly nominated George to service as Treasurer

George states until we get things straightened out he does not want to be responsible for the Treasurer at this time.

Kelly withdraws his nomination

Rosalie nominates Kelly to stay on as Treasurer

Shirley 2nd

All Approved

Kelly nominates Rosalie for Vice President

Earl 2nd

All Approved

Grant Reports

Fortville Winterfest.

Tourism grant was \$10,000. They spent \$7,995.23 on the ice rink and \$2,004.77 on promotions for the whole total of \$10,000. They reached 10,223 people on social media. Estimated attendance was 5,000 and 50% of them were outside the County.

2019 Budget committee.

George

Rosalie

Kelly

Executive Director's Report

1. Annual Report was presented
2. HEDC bill needs to be paid for membership.
3. ITA Membership needs to be paid. \$1,040
Earl moves to pay the bill
Kelly 2nds
All Approved
4. Stephanie Nicole with Travel IN Magazine. Options for advertisement was presented.
Shirley makes a motion to go with option 1 which is \$10,755
Kelly 2nd
All Approved
Staycation ad \$2,010
Kelly makes a motion to pay \$2,010 for the staycation ad
Earl 2nd
All Approved
5. Website agreement. Kevin has had a chance to look at the contract and made suggestions and Crosspointe is fine with all the changes.
George stated we are not allowed to pay for services up front but attorney Kevin Harvey said it is okay to pay a portion before services and the remaining balance after services are completed.
Earl makes a motion to approve the lease agreement as written and to pay 40% now and the remaining 60% after completion
Kelly 2nd
All Approved
George no
Rosalie abstains
4 IØs have it.

- 1 Attended HEDC meeting at Greenfield Chamber.
2. Correspondence about grants and grant reports.
3. Festival Guides and Travel Guides delivered.
4. Attended the Fortville Entrepreneurial meeting.
5. Prepared deposits and signed for County Check.
6. Spoke with Crosspointe Studios in regards to the website development, and corresponded with Kevin Harvey attorney regarding the website contract.
7. Worked with Travel IN regarding Staycation ad.
8. Talked with Andy Wilkins at the daily reporter regarding the old website and billing.
9. Edited photos and posted to Facebook and photo database.
10. Met with Earl, Brandi, and Kelly regarding HCTC business.
11. Packed up old Travel and Festival guides and took them to recycling.
12. Corresponded to Noelle Steele of the Daily Reporter regarding financial questions.

13. Worked on developing annual report to Commissioners.
14. Sent Daily Reporter a list of HCTC meetings for 2018.
15. Spoke with Universal Associates about a map ad.
16. Spoke with Lure Creations regarding a Tourist Guide.
17. Responded to phone calls and emails and walk-ins-general customer service.
18. Updated Facebook.
19. Restocked outside kiosk and inside brochure racks.
20. Picked up outside trash, dusted and vacuumed, took out inside trash.

Earl would like to make a motion to put \$20,000 in our Directors account with a maximum of \$4,000 that she can send at a time for advertising and promotions because there are times we pass on things due to timing.

Kelly suggests the new budget committee consider this action.

Earl with draws the motion at this time with knowledge the budget committee will look over and make a recommendation.

Earl moved to adjourn meeting

Rosalie 2nd

All Approved