**Vanderburgh County/Evansville Convention and Visitors Commission**

**Board Meeting Minutes  
3:30 p.m. February 27th, 2017**Tropicana Hotel

Las Vegas Room

421 NW Riverside Drive

Evansville, IN 47708

Ms. Donna Leader, president of the Evansville Convention and Visitors Commission, called the meeting to order. Six Commissioners were present, one was absent:

Ms. Donna Leader Mr. Dale McCuiston

Ms. Misty Wentzel Mr. Tracy Wiley

Ms. Mackenzie Dunn Mr. Bruce Ungethiem

The following professionals from the Evansville Convention & Visitors Bureau were in attendance: Mr. Bob Warren, Executive Director; Ms. Ashley Vezzoso, Director of Sales; Ms. Laura Libs, Director of Marketing and Communications; Brooke Harmening, Sales Manager; Ms. Alexandria Cochenour, Housing Bureau and Convention Services Coordinator; Ms. Julia Pillow, Director of Administration; Ms. Angela Statz, Visitors Center Manager; Mr. Tim Fulton, Director of Sports Facilities; Mr. Clayton Dame, Turf Manager. Mr. G. Michael Schopmeyer from Kahn, Dees, Donovan & Kahn was present as Legal Counsel. Mr. Josh Breivogel from the Bureau’s accounting firm, Weinzapfel & Associates was present. Guests in the audience included: Mr. Josh Armstrong, Downtown Alliance; Mr. Jason Sands, Evansville Sports Corp; Ms. Mary Beth Lewis, Hilton Doubletree; Mr. Brian Holtz, Evansville Parks & Rec Dept.; Ms. Heather Garrison, Dunn Hospitality; Ms. Megan Heronemus; and Ms. Sherri Booher and Mr. Ken Rumps, Fairfield Inn East. Mr. John Martin from the Evansville Courier Press was present representing the media.

**Meeting Minutes**

Ms. Leader called attention to the Minutes dated January 31st, 2017. She asked for any corrections. Hearing none, she called for a motion to approve. The motion was provided by Mr. Tracy Wiley with the second by Ms. Misty Wentzel. All in favor, none opposed. The Minutes are approved as submitted.

**Financials**

Ms. Leader asked for Mr. Dale McCuiston to present the Financials dated January 31st, 2017. Mr. McCuiston reported that he had met previously with Mr. Warren to review the Financials, and everything looked great. He then asked Mr. Warren to provide a summary. Mr. Warren presented the January Financials and reviewed the assets, liabilities, revenues, and balances for the various accounts. He called attention to one large expenditure and its purposes. He then went over the TCDF Account and Investment Accounts. Ms. Leader asked if there were any questions about the Financials. Hearing none, she asked for a motion to approve. Mr. McCuiston provided the motion with Mr. Wiley providing the second. All in favor, none opposed. Financials are approved as submitted.

**Committee Reports**

**Grants Committee –** Ms. Leader called on Mr. McCuiston, the Grants Committee Chair, for his report. Mr. McCuiston reported on a previously held meeting, stating that they made a lot of progress on the Grants Process for the ECVB and detailed what the Committee had been working on, including a process to evaluate applications to make sure they align with the mission statement of the ECVB. Mr. McCuiston commented that Mr. Bruce Ungethiem, a new member of the Commission and the Grants Committee, brought a lot to the discussion. The Grants Committee plans to meet again in the next few weeks and bring the new process before the Commission at the March meeting. There was some discussion regarding the new checklist process, the reasons why it is needed and how it will be implemented.

**Marketing Committee –** Ms. Leader asked if Ms. Wentzel, Marketing Committee Chair, had any comments. Ms. Wentzel referred to Ms. Laura Libs to update the Commission on the status of the new Meeting Planner’s Guide. Ms. Libs informed the Commission that the new Meeting Planner’s Guides were in, and that several had been placed on the table for them to view. There was some discussion regarding the guide, what it was, and how it was utilized.

**Administration Committee –** As Mr. John Chaszar, Administration Committee Chair, was absent, Ms. Leader called on Mr. McCuiston to give the Administration Committee Report. Mr. McCuiston reported on a previously held Administration Committee Meeting. At that meeting, the Committee examined the Goebel Soccer Complex contract, as well as both the Deaconess Sports Park and Evansville Convention and Visitors Bureau Year-End Financials. Mr. McCuiston praised Mr. Warren and Mr. G. Michael Schopmeyer for successfully completing the negotiations with the Parks Department in regards to the Goebel Soccer Complex. At that point, Mr. McCuiston referred to Mr. Warren and Mr. Schopmeyer to give more details. Mr. Warren thanked those involved with the negotiations who were present in the audience. He then went over why the contract was beneficial for the Sports Complex, the Tourism Industry, and the community. Mr. Schopmeyer gave some background on Goebel Soccer Complex and the CVB’s involvement in it. He went on to give an overview of the contract which is a Use Agreement. There was conversation regarding specifics on Goebel Soccer Complex’s inception, the Use Agreement, why the Parks Department cannot efficiently market/operate GSC, and the responsibilities of the CVB. Mr. Schopmeyer confirmed that the Parks Board passed it at a previous meeting. There was some discussion regarding immediate improvements that needed to be done and how those would be gathered, reviewed,and be presented for approval.

**Action Items**

**Discuss and Consider for Approval the Goebel Soccer Complex Contract –** Since the motion comes from the Administration Committee, Ms. Leader asked for a second which was provided by Mr. McCuiston. All in favor, none opposed. Goebel Soccer Complex Use Agreement is approved as submitted.

**Discussion Items**

**Update on the Web.com United Leasing Championship 2017 –** Ms. Leader asked Mr. Warren to provide an update on the Web.com. Mr. Warren gave the Commission the details for the contract with the Web.com tour and what benefits it provides the Convention & Visitors Bureau.

**Update on Roar on the River –** In Mr. Randy Lientz’s absence, Ms. Leader called on Mr. Warren to updated the Commission on Roar on the River. Mr. Warren provided information including the number of boats registered, the size of the event, the actual mechanics of the event, the anticipated schedule, and other relevant information.

**Updated on Indiana Tourism Association Annual Conference –** Ms. Ashley Vezzoso informed the Commission that several staff members would be attending this educational conference which was formerly known as Hoosier Hospitality. There was some discussion about the details of the conference and the possibility of Evansville bidding on the 2019 conference.

**Executive Directors Report**

**STR Report –** Ms. Leader asked Mr. Warren to present that STR Report. Mr. Warren went over the Occupancy, ADR, RevPar, and Demand. While he’s not pleased about the numbers remaining flat, Evansville continues to perform well against its comp set and placed second out of 12 overall.

**Tax Collections –** Mr. Warren reported on the current Tax Collection numbers. The collections are down slightly from the previous year but, after a run of extremely successful years, a negligible decline is not concerning.

**Department Reports –** Mr. Warren reported that Staff Reports were included in their binders.   
  
**Sales:** Mr. Warren called on Ms. Vezzoso to share news from the Sales Department. Ms. Vezzoso reported that Evansville was awarded the Great Lakes Chapter of American Association of Airport Executives for the summer of 2019. There was discussion regarding the details and history of that group. Ms. Vezzoso then commented that the Sales team has been busy with the upcoming BPA World Series, the USA Gymnastics, the Apostolic World Fellowship Church, and Lifeway Christian. There was some more conversation regarding the various groups. Mr. Warren asked Ms. Brooke Harmening if she had anything to add. Ms. Harmening reported that she will be traveling over the next few weeks and detailed the various shows she would be attending.

**Marketing:** Mr. Warren deferred to Ms. Libs. Ms. Libs presented the new Meeting Planner’s Guide and explained its use, and detailed the differences from the previous version, as well as details regarding printing, re-printing plans, and timelines. Ms. Libs then went over the new Evansville Visitors Guides. She detailed how they were used, where they were distributed, and when they next edition would be started.

**Deaconess Sports Park:** Mr. Warren called on Mr. Tim Fulton to report on Deaconess Sports Park. Mr. Fulton reported that the first event of the 2017 season – a USI Softball tournament – had been successful. He went over time lines for league play, staffing efforts, plans for Goebel Soccer Complex, and current sponsorships. There was continuing discussion regarding plans for Goebel Soccer Complex. Ms. Leader asked Mr. Clayton Dame about the grounds. Mr. Dame highlighted what they had been done thus far to get the facility into shape for the coming season and his staffing efforts.

**Visitors Center:** Ms. Angela Statz reported that it was business as usual in the Visitors Center.

**Mr. Jason Sands, Evansville Sports Corporation:** Mr. Jason Sands reported that Evansville Sports Corporation had won the bid for the Ohio Valley Conference Men’s and Women’s Basketball Championship and gave details regarding that event. He is currently working with the GLVC and what he is involved with regarding that event. Mr. Sands then reported on some upcoming travel where he would be meeting with more sports planners to attract their events to Evansville. There was continuing discussion regarding requirements of different groups.

**Mr. Josh Armstrong, Downtown Alliance**: Ms. Leader called on Mr. Josh Armstrong of the Downtown Alliance for an update. He reported that February had been exciting, especially with the opening of the Hilton Doubletree. Currently, he is working on the Economic Improvement District and detailed what steps were being taken. He was able to report that a new business was coming to Main Street although he could not give details at this point. The only details that he could share were the number of employees they anticipated on hiring and an estimate on the average salary. He took time to highlight some of the events that occurred over the last few weeks. Mr. Warren took a moment to thank Mr. Armstrong on his work and his help with a presentation to the Evansville Young Professionals.

**Board Announcements**

Ms. Leader asked Mr. Wiley for an update on the hotel. He replied the opening went well and that he was pleased with the amount of people that had attended.

Ms. Leader asked for anything further to come before the Commission. Hearing none, she moved to adjourn.

**Adjournment**

Ms. Leader adjourned the meeting.

Minutes Approved By: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Ms. Misty Wentzel, Secretary