



**Association of Indiana Convention and Visitors Bureaus**  
**MEMBERSHIP MEETING**  
**January 19, 2005**  
Indianapolis, Indiana

President Peggy Hobson called the meeting to order at 1:38 p.m.

Secretary-Elect Karen Niverson called the roll and announced that a quorum was present.

Peggy Hobson advised that the membership had received the minutes and the financial reports and: " Moved by June Julien, Steuben County CVB, seconded by Linda Lytle, Madison Area CVB:  
"That the minutes of the November 10, 2004 meeting and the financial reports dated December 31, 2004 be accepted as presented." Motion carried.

Treasurer Marilee Fowler reminded all members that 2005 membership dues are now due if they have not yet been paid.

Special guest Lt. Governor Becky Skillman explained the new administration's views on tourism and confirmed their belief in the value and importance of tourism to economic development in Indiana. She announced Amy Vaughan, Hamilton County CVB, as the new Executive Director of Indiana Tourism.

**Government Relations Committee**

Lynn Lucas thanked the committee of twelve people for their hard work in AICVB's government relations efforts. She reminded members that the AICVB Legislative Dinner would be Tuesday, February 1 at 5:30 p.m.

AICVB members have volunteered to be at the Indiana Statehouse each day. Instructions and expectations were emailed to those volunteers. Some days are busier than others so members should not be disappointed if there is not much activity on their scheduled day. The recommendation was made that members should call their legislator(s) before arriving at the Statehouse and arrange lunch or at least let them know that someone from their district would be at the Statehouse. She thanked Peggy Hobson, Jim Epperson, Ellen Harper, Jennifer Anderson, Mark Shublak, and Patrick Tamm for working on this effort.

Bob Bedell arranged for a meeting in December with the new Lt. Governor that included AICVB, Promote Indiana, Mark Shublak, and John Livengood. They were very well received by the Lt. Governor. Lucas believes this is the result of continued

communication with the new administration and that they are hearing the concerns of the tourism industry.

Permanent nametags for each AICVB member working at the Statehouse were distributed.

### **Professional Development Committee**

Linda Lytle announced that the Hoosier Hospitality Conference brochures were available at the meeting and are in the mail. She encouraged members to support the new AICVB professional development scholarship program by donating a basket or other item to the Silent Auction that will take place at the Hoosier Hospitality Conference, March 23-24. There will be a Dinner Showcase of Indiana Wine & Food at the Conference. If members know of restaurants that might be interested in participating, there is a form available with more information. Sponsors are also needed for the Conference and members are encouraged to let the Conference Committee know of any potential sponsors.

### **Membership Services Committee**

Mike Woolfington announced that the new committee has met and will meet again soon. Peggy Hobson announced that the Boone County CVB had applied for AICVB membership and was approved by the AICVB Board of Directors. On behalf of the Board, she moved and June Julien, Steuben County CVB seconded, that:

“The Boone County CVB be approved for membership into the Association of Indiana Convention and Visitors Bureaus.” Motion carried.

### **New Business**

Peggy presented perfect attendance awards for 2004 AICVB meetings to: Lynn Lucas, Columbus Area Visitors Center; Jim Epperson, Harrison County CVB; Emory Lencke, Hendricks Co. CVB; and Jennifer Anderson, Lawrence County CVB.

The slate of officers for AICVB was presented at the November meeting. The slate is:

President – Lynn Lucas  
President-elect – Marilee Fowler  
Immediate Past President – Peggy Hobson  
Secretary – Karen Niverson  
Treasurer – Emory Lencke

Jim Epperson, Harrison County CVB, moved that the nominations be closed and that the slate be approved. June Julien seconded. Motion carried.

The dates for the 2005 AICVB membership meetings are:

February 1 - Westin Indianapolis

April 13 - Lawrence Co.

May 18 – Speedway (Hendricks Co. CVB will plan activities the evening prior)

August 10 - Kokomo

October (date TBD) - Indianapolis

November 9 - Columbus

New AICVB President Lynn Lucas thanked Peggy Hobson for her outstanding leadership President of AICVB and presented her with a gift.

Lynn Lucas adjourned the meeting at 2:22 p.m.

### **Legislative Review Presentation**

Mark Shublak, AICVB lobbyist from Ice Miller, presented a legislative review. He gave members a snapshot of big issues for this legislative session. He explained that the top three priorities for AICVB are:

1. Protect innkeepers taxes
2. Creating the Department of Tourism
3. Sustained funding for tourism

He is not seeing any bills that would create a uniform innkeepers tax and divert these funds to other things besides tourism. Several years ago the AICVB developed a policy relating to food and beverage taxes. He now advises that AICVB consider supporting food and beverage taxes on a case-by-case basis.

Shublak reviewed various bills and said that all AICVB members receive updates weekly during the session. He explained that these bills look very different now than they will by the end of the session.

He explained that the recreation portion of the uniform tax and special taxes sometimes cause problems in some counties. While AICVB wants to keep all of the innkeepers tax for tourism, we don't want to introduce legislation to this effect. If we get into the session and the innkeepers tax is opened up, then we may want to put this on the table. He suggested that we watch for variations of food and beverage tax legislation. If it not to be used solely for tourism, we must make sure that tourism is on the list of approved uses.

AICVB grass roots efforts at the Statehouse are very helpful. Mark Shublak and Patrick Tamm, also with Ice Miller, will be at the Statehouse everyday. Members should be at the Statehouse by 10 am Monday through Thursday on their assigned days. Expect to wait. At 1:30, the House and Senate convene as a full body. Members can send notes to legislators then.

Shublak encouraged AICVB members to make the issues local when talking with their legislators. Explain the return on investment of the innkeepers tax. Talk about the new department of tourism. Sustained funding through a model similar to Missouri will most likely be a multi-year effort, but we need to start educating now.

A new AICVB brochure has been created and spells out the return on investment for tourism. This is for use with local officials and state legislators. Thanks to Don Anderson of Purdue who put this together, as well as the AICVB members that provided input. Mark Shublak will see that this is sent to all legislators with a cover letter before the dinner.

A suggestion was made to put an explanation of the Missouri funding model on paper because it is so complicated to understand. Mark agreed to do that.

### **Institute for Convention and Visitor Bureau Accreditation (ICVBA)**

Diana Lawson announced that ICVBA would be meeting on February 11 IACVB to discuss IACVB's interest in the accreditation program. She encouraged members to go to the IACVB web site to provide feedback about the proposed name change to Destination Marketing Association.