

CAPITAL IMPROVEMENT BOARD OF MANAGERS  
OF MARION COUNTY, INDIANA  
Minutes of Meeting  
Monday, April 9, 2012  
Indiana Convention Center - Boardroom

A Meeting of the Capital Improvement Board of Managers of Marion County, Indiana ("Board") was held on April 9, 2012 in the Indiana Convention Center's Boardroom.

Board Members present included Ann Lathrop, Jay K. Potesta, Jim Dora Jr., Carolene Mays, Milton O. Thompson, Douglas R. Brown, Brenda Myers, Maggie A. Lewis and Leonard Hoops, Ex-Officio. Board Member David N. Shane was absent.

Others in attendance included Barney Levengood, Executive Director, Dan Huges, CFO, Jack Woodside, Special Projects Consultant, Patti Dean, Controller, W. Tobin McClamroch, General Counsel, Bingham Greenebaum Doll LLP, Christina Koennecke, Strategic Planning Manager, Robert Vane, Veteran Strategies, Inc., James Wallis, Indianapolis Convention & Visitors Association ("ICVA"), Michelle Travis IVCA, Cal Burleson, Vice President and General Manager, Indianapolis Indians, Mel Raines, Host Committee, Scott Olson, IBJ, Tim Barrett, WCTY, and members of the media. A copy of the list of those who signed in upon arrival is also attached hereto.

**Minutes** of the Monday, March 12, 2012 meeting were presented. Upon a motion by Mr. Brown and seconded by Mr. Dora the Minutes were approved as presented.

Ms. Lathrop introduced Cal Burleson, the Vice President and General Manager of the Indianapolis Indians. He gave the Board a **Brief Overview of the Indians and Victory Field**. Mr. Burleson presented the Board with a document which is attached to and made a part of these minutes, highlighting the following six main points:

- 1) Marketing Initiatives
- 2) Operations
- 3) Suite level improvements
- 4) Concessions
- 5) The Baseball Team
- 6) Opening Night – Friday, April 13

Mr. Burleson informed the Board the tradition of the 60 degree guarantee would be in effect for Opening Night that Friday and Mayor Ballard would be throwing out the first pitch.

Mr. Brown thanked Mr. Burleson and the Indians Organization for what they do for the community and for providing affordable, family fun for the city of Indianapolis, remarking that there were few things more enjoyable than attending an Indians game at Victory Field.

Ms. Lathrop thanked Mr. Burleson for his time.

Dan Hugel presented the Board with a **Financial Update** as per the supporting documentation, which is attached and made a part of these minutes. These numbers were materially impacted by the Super Bowl.

Ms. Mays asked Mr. Hugel if there were any surprises with regard to the figures. Mr. Hugel said the NFL directly paid IATSE (the stagehands union) for workers involved in Madonna's halftime show instead of having the CIB pay the workers and then being reimbursed by the NFL. This was a good surprise and decreased the anticipated CIB's expenses

Mr. Hugel commented he was impressed with how well the two organizations worked together. Mr. Levengood added that the good weather, extensive pre-planning and a lower than anticipated cost in Indianapolis was a pleasant surprise for the NFL. With no further questions from the Board, no action was necessary or taken.

Ms. Lathrop commended everyone in the Accounting department on a job well done getting all the billing taken care of in a timely manner and therefore enabling the CIB to receive payment from the NFL so promptly.

There was a brief discussion prompted by Mr. Brown on the possibility of Indianapolis hosting another Super Bowl and ensuring a record be kept of the best practices that helped to make this Super Bowl such a success.

Ms. Lathrop introduced Leonard Hoops who presented the **ICVA Update**. He presented a Market Share Performance report of three key areas: Indianapolis MSA, Marion County and Downtown. He also presented a Room-Night Production report which also highlighted significant Sales events coming up in the next month. These documents are attached to and made a part of these minutes.

Mr. Hoops handed an additional ICVA Sales Update to the Board which is attached to and made a part of these Minutes. This information is summarized below.

**Tentative Rooms Pipeline (through 3/31)**

2010: 1,400,716

2011: 1,581,575

2012: 2,340,148 (+48%)

**Lead Generation (through 3/31)**

2011: 390,332

2012: 998,029 (+ 156%)

Ms. Lathrop asked if there were any questions for Mr. Hoops. Mr. Potesta asked what percentage of sales for 2011 to 2012 was a direct result of the pipeline. Mr. Hoops answered approximately 35% of the business was due to the pipeline efforts. There being no additional questions from the Board at this time, no further action was taken.

Ms. Lathrop introduced Mr. Levengood who presented the **ICCLOS Sales Report** which is attached to and made a part of these minutes. Mr. Levengood's presentation centered upon the attendance and occupancies figures. He emphasized that these numbers were off the charts and that was due in part to the increased activity surrounding the Super Bowl and also the ICCLOS being booked at near 90% capacity. Mr. Hoops commented 70% capacity was considered exceptional as an industry standard and that to run 90% in the exhibit halls for an entire month was phenomenal.

There being no further questions for Mr. Levengood regarding the ICCLOS Sales Report, Ms. Lathrop moved to the next agenda item.

Mr. Levengood was to present the **Transition to Google Apps** to the Board for their approval but after speaking with a few Board members he decided he needed to gather more information on the subject before presenting it to the Board. He requested the item be pulled at this time and he would bring it back at a later date when he was better prepared.

Mr. Levengood then presented the next Agenda topic related to the **Disposal of Obsolete Equipment at Bankers Life Fieldhouse** as per the attached supporting documentation, which is made a part of these minutes.

Ms. Myers asked if any of these items were functional and inquired about the possibility of donating them to charity. Mr. Levengood offered to look at the condition of the items and contact Ms. Myers to discuss options for donation.

Ms. Lathrop asked if there were any further questions and there were none.

Pursuant to a motion by Mr. Potesta and a second by Ms. Mays, the Board granted approval of the write off of the obsolete equipment.

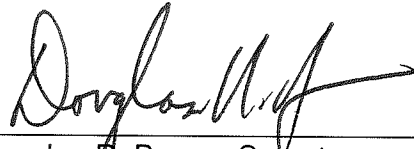
The next topic on the agenda was Approval of **Claims** 507G, 506B and 506C, which Ms. Lathrop presented to the Board as per the supporting documentation, which is made a part of these minutes. There being no questions, and on a motion by Mr. Potesta which was seconded by Mr. Dora the Claims were approved by the Board.

There being no **Other Business** or **Public Comment**, and with no further business to be conducted, the meeting was adjourned.



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Ann Lathrop, President  
THE CAPITAL IMPROVEMENT BOARD  
OF MANAGERS  
OF MARION COUNTY, INDIANA



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Douglas F. Brown, Secretary  
THE CAPITAL IMPROVEMENT BOARD  
OF MANAGERS  
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