

CAPITAL IMPROVEMENT BOARD OF MANAGERS
OF MARION COUNTY
Minutes of Meeting
Friday, September 10, 2021-8:30 am
Indiana Convention Center
ICC Room 140 and Via Teleconference

A Meeting of the Capital Improvement Board of Managers of Marion County, (“Board”) was held on September 10, 2021. Because of the Declaration of Public Health Emergency due to the COVID-19 virus, to ensure compliance with the social distancing guidelines, and consistent with the Governor’s Orders, this meeting took place in person as well as via teleconference. Board members Melina Kennedy, David E. Corbitt, David Ruhmkorff and Brenda Myers attended in person, as well as Ex-Officio Leonard Hoops. Board members Mick Terrell, Jim Dora Jr., and Sarah Fisher attended the meeting via teleconference. Board members Earl Goode and Maggie A. Lewis were absent. Others in attendance included Andy Mallon, Executive Director, Mary Solada, General Counsel, Dentons Bingham Greenebaum LLP (“DBG”), Tom Boyle, Director of Operations, Kobi Wright, Business Operations Director and Senior Counsel, Eric Neuburger, Stadium Director, Tim Kuehr, Chief Financial Officer, Monique Wise, Director of Sales and Marketing, Chad Wilke, Director of Event Services, Art Kodroff, Controller, James Wallis, Visit Indy, (“VI”), Chris Gahl, VI, Daren Kingi, VI, Lisa Vielee, Well Done Marketing, David Sease, SGA, and members of the media. (A copy of the list of those who were in attendance on the call is attached hereto.)

Ms. Kennedy introduced the **Approval of Minutes** for the Friday, August 20, 2021 meeting. Upon a motion by Mr. Ruhmkorff and seconded by Ms. Corbitt, the Minutes were unanimously approved as presented.

Mr. Kuehr presented the **Financial Update** to the Board as per the supporting documentation, which is attached hereto and made a part of these minutes. Mr. Kuehr reviewed the financial statements for the month and year to date with the Board members explaining variances from budget and answering questions as necessary. Ms. Kennedy asked if there were any additional questions for Mr. Kuehr regarding the Financial Update and there were none at this time.

Ms. Kennedy then introduced the **Visit Indy Updates** agenda item as attached hereto and made a part of these Minutes and presented by Leonard Hoops. Mr. Hoops updated the Board on the Hotel Market Share Performance for the previous month and explained the VI Room-Night Production by Year, Venue and Market Segment, comparing this year’s results to past years’ results using data and graphs. Mr. Hoops noted that non downtown markets were doing very well and non-Marion County markets were also doing well noting the success of Grant Park. Mr. Hoops noted that there continues to be challenges in the local market due to the Delta variant, but he thought that it might not be until 2023-2024 before the local group travel industry would fully recover. Mr. Hoop noted that as of yet there have not been any significant cancellations of any shows adding that he and his staff have told clients that a small meeting is better than no meeting. Mr. Hoops introduced Chris Gahl, Senior Vice President of Marketing & Communications at Visit Indy to update the Board on the leisure portion of Visit Indy’s tourism marketing. Mr. Gahl informed the Board that Visit Indy had received \$200K from the Lilly Endowment to assist with a Marketing Campaign focused on increasing the amount of leisure travel to Indiana and attracting them to Indianapolis. The title of the Leisure Marketing Campaign is “Find Your Pace”, and plays on the racing theme that Indianapolis is so well known for emphasizing that a person has the option to Speed up or Slowdown in Indianapolis. He informed the Board that the following areas were the eight markets that Visit Indy was targeting with this campaign: Chicago, South Bend, Fort Wayne,

Champaign, Dayton, Cincinnati, Louisville, and Indianapolis MSA. Mr. Gahl explained that this \$1.5 M Leisure Advertising Campaign was launched in May and will run through Mid-October. He shared some examples of the marketing included in this campaign such as the [thirty-three Uber](#) and Lyft cars wrapped with an Indy tourism messaging in Chicago, the side of the Louisville Convention Center showcasing a leisure tourism message of Find Your Pace in Indianapolis or hearing a Visit Indy spot on a jazz or country station on Spotify while in Cincinnati. He shared with the Board that through tracking software Visit Indy has been able to gather data about the typical leisure traveler to Indianapolis, such as they begin looking 22 days in advance when planning a trip, they stay an average of 2.1 nights in a hotel with an average room rate of \$145. All of this information is beneficial to VI in targeting the marketing for leisure tourism in Indianapolis. Mr. Gahl noted that since the beginning of the campaign in May, visitor traffic on the VisitIndy.com website has increase 36%. He concluded his presentation stating that in total this campaign had generated approximately \$12M in economic impact for the City in additional to all of the convention tourism. Mr. Gahl informed the Board that Mr. Hoops was recently elected for a position on the Executive Board of Professional Convention Management Association (“PCMA”), which is the largest Global meeting industry organization. He noted this new role will put Visit Indy at the table with meeting decision makers on a global level and congratulated Mr. Hoops on receiving this honor. Ms. Kennedy asked if there were any questions for Mr. Gahl and there were none at this time. She thanked him for his report. Mr. Hoops continued his presentation informing the Board that Gen Con will be moving in the building later this weekend and noted that even with a lower than usual anticipated attendance of 40% of what they typically expect for the conference, Visit Indy expected there to be over 35K people coming to the convention over the course of the four-day gaming event. He informed the Board that he had regular communications with representatives of the Future Farmers of America (“FFA”) and Performance Racing Industry (“PRI”), two large events coming to the City later this year and assured the Board that both customers were optimistic about their events and still going full steam ahead with the planning process. Ms. Kennedy asked the Board if there were any further questions for Mr. Hoops and there were none at this time. She thanked Mr. Hoops for his presentation.

Ms. Kennedy introduced the next agenda item **ICCLOS Sales Report** as attached hereto and made a part of these Minutes. She introduced Monique Wise to present the ICC portion of the report. Ms. Wise informed the Board that a longtime customer, M-PACT, is currently occupying the majority of the north campus. She explained that their annual meeting was originally scheduled for March of 2020 and due to the pandemic and shutdown needed to be postponed. She was pleased to share that after being rescheduled twice the group’s annual meeting is finally taking place this month. She noted another client currently in the building and right across the hall is American Trucking Association. She explained that they came to Indianapolis in 2016 and had such a successful event they have returned to book both larger and smaller events with the Convention Center. Ms. Wise noted that the Economic Club of Indiana is also returning to the Center after being away explaining they were another longtime customer and great local client. She also noted they bring a steady monthly business for the Building and added they are fully contracted with the CIB for the next 9 months. In addition to Gen Con returning, Ms. Wise informed the Board of some other upcoming events including the CLD College Prep Fair, Indiana Law Update and the Urban League Opportunity Day. She noted that these were all great local clients and it was a good feeling to have them back in the building. She explained that the Center would close out the month of September with the Indiana Catholic Women’s Conference and the Do-It-Best Fall Market. Ms. Kennedy thanked Ms. Wise for her presentation and asked the Board if there were any questions. There were no questions for Ms. Wise at this time. Ms. Kennedy then introduced Mr. Neuburger to present the Lucas Oil Stadium (“LOS”) portion of the report. Mr. Neuburger informed the Board that the Stadium recently hosted the Horseshoe Classic, a Colts

annual doubleheader of high school football games as well as the Colts 5K run. He noted that at the last meeting he reported that LOS recently hosted their first corporate event since the shutdown. He was excited to share that currently there are four corporate events on the calendar at LOS, and while they are smaller events all taking place in the quarterback suite, it is definitely a sign that activity is picking up and changing for the better. He shared that earlier in the week LOS hosted a Guns N' Roses concert noting that the event was well executed. He added that the band played for over three hours and the people in attendance got their money's worth.

Mr. Neuburger thanked the Board for the recent support given with regard to the concessions groups at the Stadium reporting there has been a lot of progress made in a short amount of time and he is appreciative of their assistance getting the word out about this program for non-profit organizations. He promised that more concession stands will be filled for the Colts game on the upcoming Sunday as well as for the game on the 19th. There were inquiries from members of the Board about the concessions opportunity and Mr. Neuburger stated he would send some additional information about the concessions program to the Board members after the meeting. He informing the Board the Stadium would be hosting a job fair for Veterans as well as the annual Circle City Classic on September 25th which is a traditional event for LOS the night before a Colts game. Ms. Kennedy thanked Mr. Neuburger for his report and asked if there were any questions for him. There were no questions at this time.

Mr. Mallon presented the **BLF CAP X LED Lighting** agenda item attached to and made a part of these Minutes. This project is consistent with the Second Amended Operating Agreement between the CIB and the Pacers under approved Cap-X projects and involves replacing Original HID lighting fixtures throughout the loading Dock area and main corridors on event level. These areas were not included in the phase 1 renovation portion of the project. Mr. Mallon explained that this contract was for installation labor only, noting that the CIB had already procured the light fixtures directly using the supply procurement bidding policy. First Electric Inc. (MBE) was issued a Purchase order in the amount of \$91,377.50 for the fixtures. The budget for the installation labor portion of the project was estimated at \$150,000 and the CIB issued an invitation to quote to four vendors. The CIB received bids from three of the four vendors. Mr. Mallon informed the Board that the lowest responsible bid was submitted by Barth Electric Co. Inc. in the amount of \$65,493.00. Staff and Counsel have reviewed all documents and recommend awarding the contract to Barth Electric Co. Inc. in the amount of \$65,493.00. Upon a motion by Mr. Corbitt as seconded by Mr. Ruhmkorff, the **BLF CAP X LED Lighting** was unanimously approved as presented and awarded to Barth Electric Co. Inc., in the amount of \$65,493.00 for the installation labor portion of the project.

Mr. Mallon presented the **Renewal of Microsoft Enterprise Agreement** agenda item as attached hereto and made a part of these Minutes. He explained the purpose of this agreement is for the continuing Licensing, software support and software updates for our Microsoft products which include Windows servers, Windows Workstations, SQL Server, Windows office and other associated Client Access Licenses. This agreement was procured through the State QPA program and has a three-year term with annual payments in the amount of \$102,865.84 for a total contract sum of \$308,597.52. Mr. Mallon explained that staff and counsel have reviewed all the documents and recommend the renewal of the Microsoft Enterprise Agreement for a three-year term in the amount of \$308,597.52. There were no questions from the Board and upon a motion by Mr. Corbitt and seconded by Mr. Rumkhorff, the Renewal of Microsoft Enterprise Agreement for a term of 3 years was unanimously approved by the Board.

Ms. Kennedy introduced the **Claims** as attached hereto and made a part of these Minutes and presented by Andy Mallon. There were no questions from the Board and upon a motion by Mr. Ruhmkorff and seconded by Mr. Corbitt, Operating Claims 10379G, and Confirming Claims 10370C were unanimously approved by the Board. Mr. Mallon next presented the BLF Confirming Construction Claims as attached hereto and made a part of these Minutes. There were no questions from the Board and upon a motion by Mr. Corbitt, and seconded by Mr. Dora, Bankers Life Fieldhouse Vouchers B220 were unanimously approved as presented.

There being no further **Other Business** to address and no **Public Comment**, the meeting was adjourned.

Melina Kennedy, President
THE CAPITAL IMPROVEMENT BOARD
OF MANAGERS
OF MARION COUNTY

David Ruhmkorff, Secretary
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