

CAPITAL IMPROVEMENT BOARD OF MANAGERS
OF MARION COUNTY
Minutes of Meeting
Friday, March 10, 2023-8:30 am
Visit Indy Boardroom
and Via Teleconference

A Meeting of the Capital Improvement Board of Managers of Marion County, ("Board") was held on March 10, 2023. Per Indiana law, this meeting took place in person as well as via teleconference. Board members in attendance included Marci Reddick, David E. Corbitt, Mick Terrell, Earl Goode, Jim Dora Jr., Maggie A. Lewis, and Jaime Bohler Smith. Board members David Ruhmkorff and Sarah Fisher as well as Ex-Officio Leonard Hoops 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, Chief Legal Officer and Business Operations Director, Eric Neuburger, Stadium Director, Tim Kuehr, Chief Financial Officer, Monique Wise, Director of Sales and Marketing, Monica Brase, Public Information Marketing Manager, Kristin Fernandez, HR Manager, James Wallis, Visit Indy ("VI"), Chris Gahl, VI, David Sease, SGA, and members of the media. (A copy of the list of those who were in attendance is attached hereto.)

Ms. Reddick began the meeting by informing the Board that she has spent the last month meeting individually with Board members and plans to have met with everyone in person before the April CIB Meeting. She expressed her appreciation to Mr. Mallon and the CIB staff for all of their assistance with getting her up to speed with the different aspects of the CIB. She also thanked all of the community partners that have reached out to her and offered to assist and meet with her as she gets settled in her new role as President of the CIB. She thanked everyone for their time and assistance.

Ms. Reddick introduced the **Approval of Minutes** for the February 10, 2023 CIB Meeting which are attached to and made a part of these Minutes. Upon a motion by Mr. Goode and seconded by Mr. 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. Reddick asked if there were any additional questions for Mr. Kuehr regarding the Financial Update and there were none at this time.

Ms. Reddick then introduced the **Visit Indy Updates** agenda item as attached hereto and made a part of these Minutes and presented by James Wallis and Chris Gahl. Mr. Wallis began the presentation by explaining that CEO Leonard was out of town and currently in Washington DC with a lot of VI's Sales staff for Destination Showcase. He explained that he was starting to gain exposure as part of his new role on the Board with this organization and more involved in hosting and speaking duties. Mr. Wallis reported that VI performed well in January but not as well as in January of 2022 due to the National Football Championship taking place in Indianapolis last year. This January the MSA reported 90% revenue and 98% of demand compared to previous year while the County reported 87% revenue and 98% of demand. He noted that the downtown variance is spread out more evenly over the course of the year with downtown reporting 83% revenue and 102% of demand. Mr. Wallis reported that Sales have starting a little slower than usual for 2023 with just 30K room nights booked from January to February. He noted that VI has

some work to do but they are confident that they can bring that number up to their goal of 800,752 room nights for the year. Mr. Gahl continued the VI presentation with an update on VI's current Marketing Campaign entitled Visiting All Neighborhoods explaining this is a program meant to drive visitors into all of the various neighborhoods in Marion County. He explained VI partnered with the Mayor's office and the City County Council and sought nominations of hidden gems throughout Marion County with a plan to choose two areas for every district in the City County Council area. He shared these 50 neighborhoods will each begin a 2-year partnership with Visit Indy which will unlock marketing and sales related activities and was happy to report that 90% of these partners are XBE businesses. He reported the goal is to bring visitors and increased economic impact into all of the districts. Mr. Gahl also informed the Board about VI's new leisure campaign entitled "Find Your Pace" and thanked the CIB for their part in funding this marketing campaign which will result in VI investing \$800,000.00 in efforts to market Indianapolis to surrounding cities as a leisure destination. Mr. Gahl explained how cities such as Louisville, Chicago, Columbus, Nashville and Cincinnati will see advertisements to Speed up and Slowdown in Indy via many different mediums to include Uber drivers, Hulu advertising and local radio stations programming. Mr. Gahl explained the final portion of the leisure campaign involved encouraging those people who already live in Indiana to participate in a Staycation by becoming a tourist in their own city and state. He explained that various downtown hotels will be offering a discounted rate for anyone that shows their Indiana ID as a way to encourage planning a trip to stay in Indianapolis and take advantage of all the City has to offer.

Lastly, Mr. Gahl wanted to update the Board on the state of the future of the NFL Combine in Indianapolis and reported that since 1987 Indianapolis has hosted the Combine and thanks to the CIB the footprint of the Combine has been able to grow over the years. He noted that many other competing cities are interested in luring the NFL from Indianapolis to their areas with Phoenix, Los Angeles, Detroit and Dallas all with personnel on the ground at this latest Combine studying and researching how things are done. He also noted that many of the NFL team owners want to move the event to other locations and informed the Board that the NFL Owners will make their decisions about the future locations of the Combine known to the public at the NFL Owner's meeting in May of this year. He did want the Board to be aware that the reality of the situation is that Indy might not be able to host the NFL Combine in future years due to this increased interest from other venues. Ms. Reddick thanked Visit Indy for their efforts and for working so hard on keeping the Combine in Indianapolis. She asked the Board if there were any questions regarding the Visit Indy Update and there were none at this time. She thanked both Mr. Wallis and Mr. Gahl for each of their presentations.

Ms. Reddick 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 the occupancy for January was 43.4%, with attendance was 44,655. Ms. Wise reported that since the February CIB meeting the facility successfully hosted WWETT (Water & Wastewater Equipment Show) which she explained is a great building wide annual event. She explained that this year's attendance was roughly 13,500 which exceeded both the 2019 and 2020 attendance totals. WWETT was followed by several of the NFL's ancillary events as well as the Indiana Health and Safety Conference. Ms. Wise noted currently the facility is hosting NTEA (National Truck Equipment Association) also known as "The Work Truck Show". She shared that the attendance for this year is expected to reach 14,000 which would be higher than the 2020 attendance and about the same as in 2019. She noted the event will be in the facility until Sunday. Ms. Wise explained that there will be one dark day to reset the building and then another great annual event, "The Nike Mid East Qualifier", will begin moving in for the tournament which typically brings in between 30-35K attendees to the City. She informed the

Board that the month will end with American Chemical Society's National Meeting and Expo with an anticipated attendance of 11,000. Ms. Reddick 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. Reddick introduced Eric Neuburger to present the LOS portion of the Sales Report. Mr. Neuburger explained that the NFL Combine was a huge part of the last month at LOS and noted that he appreciated the efforts of Mr. Gahl as well as local leaders from VI and Indiana Sports Corporation to keep this event in Indianapolis. He remarked that he was thankful that the Combine was retained for these next two additional years and expressed his appreciation for the positive effects the event has on the City and the CIB as well as the pride that it brings to the staff and community. Mr. Neuburger mentioned other recent events held at the Stadium including several weddings and private events as well as site visits for the upcoming NBA All-Star game, and the NCAA Basketball Regionals in 2025 and Final Four in 2026. He informed the Board that SuperCross was currently at the Stadium with events taking place over the upcoming weekend. Mr. Neuburger also highlighted the upcoming State Robotics Championships at LOS with robotics teams from elementary, middle and high schools gathering from across the state to compete and participate in the big stadium experience. Mr. Neuburger reminded the Board that the Luke Combs concert was coming up on April 1st and noted that the event looks to be one of the biggest concerts that Indianapolis has ever had. He informed the Board that there would be five artists playing music in the outside lot as well as three main artists playing in the Stadium and added that many local businesses were also engaged and participating in the event by planning coordinating activities in the areas surrounding the Stadium and Georgia Street. Ms. Reddick asked the Board if there were any questions for Mr. Neuburger and there were none at this time. Ms. Reddick thanked Mr. Neuburger for his report and moved on to the next agenda item.

Ms. Reddick introduced the **Memorandum of Understanding with Downtown Indy** agenda item which is attached to and made a part of these Minutes to be presented by Mr. Mallon. She introduced Taylor Schaffer, the President and CEO of Downtown Indy, Inc. who was also in attendance to present the agenda item. Mr. Mallon explained that this MOU was a long time in coming and part of our ongoing partnership with Downtown Indy. Mr. Mallon explained that this MOU is being put in place in an effort to market Downtown Indianapolis to the rest of Central Indiana and make sure that people are aware of all the fun activities and events happening downtown. Another important factor is to remind those people who might not have been downtown since before the pandemic of all the positive things that downtown has to offer by positive messaging of the vibrancy of downtown Indianapolis. Mr. Mallon voiced his appreciation for VI's efforts and noted that through sharing resources progress has been made but this MOU will result in the CIB's support of a comprehensive marketing campaign. Mr. Mallon explained that the second part of MOU deals with the responsibility of the CIB with regard to the 4th of July fireworks. He reminded the Board that the CIB assisted with the funding of the fireworks when it was needed in the bicentennial year celebration. He explained the CIB would like to continue that support and wants to be transparent about that support and bring it to the forefront by including in this MOU. He introduced Taylor Schaffer to address the Board and answer any questions they may have with regard to the MOU. Ms. Schaffer thanked the CIB for their continued support over the years and went over the document with the Board members which outlined how the funds will be allocated as well as descriptions of DTI's direct responsibilities and involvement in various downtown projects and events.

There was discussion amongst the Board members, Mr. Mallon and Ms. Schaffer regarding several topics including the status of the downtown fireworks for the 4th of July holiday, the need for increased security and police presence downtown in order to ensure the safety and wellbeing


of those visiting the downtown and attending events, and the collective need for organizations to work together to put positive programming in place to the public that everyone shares in the ownership and pride of our downtown neighborhood. Board member Jaime Bohler Smith commented that she wanted to make sure the funds subject to the MOU are utilized appropriately. Mr. Mallon responded affirmatively that the funds would be used as such. After further discussion and with Mr. Mallon and Ms. Schaffer answering the Board's questions, Ms. Reddick asked to Board to consider the Memorandum of Understanding with Downtown Indy agenda item and asked if there were any further questions or comments from the Board and there was none. Jim Dora informed the Board that he needed to recuse himself from the vote as he sits on the Downtown Indy Board. Upon a motion by Mr. Corbitt and seconded by Mr. Terrell the Memorandum of Understanding with Downtown Indy agenda item was approved as presented taking into account the aforementioned recusal.

Ms. Reddick introduced the **Claims** as attached hereto and made a part of these Minutes and presented by Andy Mallon. Mr. Mallon presented Operating Claims 267G and Confirming Claims 251C to the Board for consideration. There were no questions from the Board and upon a motion by Mr. Corbitt and seconded by Ms. Lewis, Operating Claims 267G and Confirming Claims 251C were unanimously approved by the Board.

Other Business

Mr. Mallon took this opportunity to acknowledge that there was an incident that took place outside the Convention Center earlier in the week which resulted in the tragic loss of life of an employee of Reliable Staffing, a longtime XBE partner of the CIB. This victim was shot while working as part of the staff preparing the Stadium for the SuperCross event. Mr. Mallon then explained the circumstances surrounding the incident to the members of the Board and the others in attendance and expressed heartfelt condolences on behalf of the CIB to the victim's family as well as to the management and employees of Reliable Staffing. He thanked CIB staff members Kobi Wright and Kristin Fernandez for providing counseling for those employees and staff that were impacted by the tragedy. Mr. Mallon also wished to express his gratitude to all those who were affected that evening when it was determined there was an active shooter and a need for employees of the facility to shelter in place until the situation was under control. He explained that this is something that the staff has trained for in the event of an emergency and he was grateful that everyone involved responded appropriately. He stated that the Indianapolis Metropolitan Police Department is the best in the business and acknowledged them for their collaboration and support during this time of crisis.

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



Marci A. Reddick, President
THE CAPITAL IMPROVEMENT BOARD
OF MANAGERS
OF MARION COUNTY



David Ruhmkorff, Secretary
THE CAPITAL IMPROVEMENT BOARD
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