

CONVENTION AND VISITORS COMMISSION

Virtual Meeting

1:00 noon

March 18, 2021

Commission Members Present:

Mike Campbell, Sean Hanlon, Tony Suttile, Natalie Walker and Kate Wiltz

Staff Members Present:

CVB – Mike McAfee, Laura Newton and Marcia Roach

DBI – Talisha Coppock and Jean Kautt

Guest: none

President Mike Campbell called the meeting to order at 1:00 p.m.

Approval of Minutes:

Commissioner Michael Campbell asked if everyone had a chance to review the December, 18, 2020 meeting minutes and were there any questions. There were no questions or comments. Tony Suttile motioned to approve the minutes seconded by Sean Hanlon. Roll call to approve Dec. 18, 2020 minutes as presented. Kate Wiltz-Yes, Natalie Walker-Yes, Tony Suttile-Yes, Sean Hanlon-Yes, Mike Campbell-Yes

Financial Report:

President Mike Campbell reviewed the February financial summary along with the innkeeper's collection report. He stated that innkeepers' revenues as of February were down 35% for the year but industry signs were improving. He said the county commissioners approved use of \$300,000 food and beverage funds to assist with the debt fund loan payments and Convention Center operational expenses. Because of this assistance the loan payment of \$159,000 will be made from the food and beverage fund and not the debt fund. Mike asked if there were any comments or questions. There were none. Sean Hanlon motioned to approve the financial reports seconded by Tony Suttile. Roll call to approve the financials as presented. Kate Wiltz-Yes, Natalie Walker-Yes, Tony Suttile-Yes, Sean Hanlon-Yes, Mike Campbell-Yes.

VB Report:

Mike McAfee presented the Visit Bloomington report. He reported statistics showed 80% of event planners have booked in 2021 and 60% believe bookings will return to pre-pandemic levels by end of 2022. On April 6 there will be a promotional photo shoot at the Convention Center. In the sports arena he said the Great Lakes State Basketball Championship games will be held in Monroe County March 26-28 which should provide a hotel occupancy bump. He said ISHAA Track and Field were moving away for 2021 but he hoped they return in 2022. USA softball is scheduled for July 29-August 1. He said that many canceled 2020/2021 events were rebooking to 2022/2023. He said Visit Bloomington launched their 3 day get-away campaign March 15.

He said the visitor's center reopened to the public on March 1 and that they were seeing visitors return.

He said they hired a content coordinator, Alyssa Davis, on March 8 and that there were 4 graphic designer interviews set up the week of March 22 to fill that position.

DBI report:

Talisha Coppock reported the Hoosier March madness face masks were very popular. She said part of Kirkwood Avenue will be shut down beginning in May for outdoor dining. She also reported that Taste of Bloomington will once again be taste on the go.

She said Gallery Walk is now called the Majestic Mile since it's about a mile to complete.

She reported that the Napa building is now vacant which unless leased will result in about a \$35000 net revenue reduction. She thought that the property could lease for a couple of years. She said there were increased expenses for the rental properties due to vandalism.

Natalie Walker asked if insurance would cover those expenses and Talisha said it was over a few properties and the deductible was applied to those expenses.

Jean Kautt reviewed monthly events booked and gave comparisons of room rentals, attendance and overnight rooms from 2019 and 2020. The reductions from 2019 to 2020 were substantial. Kate Wiltz asked what to expect in the year to come and Jean and Talisha thought that events would increase in the coming months as long as there is not a resurgence of covid19.

Claims Approval:

General Fund:

\$202973.75 – VB 2nd Qtr. 2021 operational funds. Mike said this was 50% of Visit Blgn't. normal claim. Tony Suttile motioned to approve seconded by Natalie Walker. Roll call to approve the motion. Kate Wiltz-Yes, Natalie Walker-Yes, Tony Suttile-Yes, Sean Hanlon-Yes, Mike Campbell-Yes.

\$147.50 - Marcia Roach 1st Qtr. Prof fees. Natalie Walker motioned to approve seconded by Sean Hanlon. Roll call to approve the motion. Kate Wiltz-Yes, Natalie Walker-Yes, Tony Suttile-Yes, Sean Hanlon-Yes, Mike Campbell-Yes.

\$82,668.00 – DBI 2nd Qtr. 2021 operational funds. Mike said this was a full quarter claim. Tony Suttile motioned to approve seconded by Sean Hanlon. Roll call to approve the motion. Kate Wiltz-Yes, Natalie Walker-Yes, Tony Suttile-Yes, Sean Hanlon-Yes, Mike Campbell-Yes.

Food and Beverage Fund 4932

\$159,000.00 -Loan payment. Sean Hanlon motioned to approve seconded by Tony Suttile.

Roll call to approve the motion. Kate Wiltz-Yes, Natalie Walker-Yes, Tony Suttile-Yes, Sean Hanlon-Yes, Mike Campbell-Yes.

New Business:

Mike recommended a continuation of the resolution to suspended transfer of funds from the general fund to the debt fund for the months of March, April and May, 2021. He said

with the 2nd quarter loan payment not being paid out of this fund there were sufficient funds in that fund and this would allow the general fund to rebuild its fund balance. Kate Wiltz motioned to approve this resolution seconded by Natalie Walker. Roll call to approve the motion. Kate Wiltz-Yes, Natalie Walker-Yes, Tony Suttile-Yes, Sean Hanlon-Yes, Mike Campbell-Yes.

Public comments:

Mary Morgan, Advocacy promoter for the Greater Bloomington Chamber of Commerce thanked the CVC for conducting the zoom meetings which allowed her to attend.

Old Business:

None

The meeting was adjourned at 1:00p.m.

Respectfully Submitted,

Marcia Roach
Acting Secretary