

***Pulaski County  
Tourism Advisory Council***

Wednesday, 18 March 2026  
Pulaski County Courthouse  
Winamac, Indiana

Meeting Minutes

Monday, 9 February 2026  
Pulaski County Courthouse  
Winamac, Indiana

Members present: Diana Day (Board of Commissioners (Board)), Vernon Gillum (County Council (Council)), Anita Messer (Board), Christie Nicholson (Council), Tom Miller (Winamac Town Council (W.T.C.)), Kelsie Zellers (Board). Department of Community Development (D.C.D.) Executive Director Nathan P. Origer. Beth Hargrove (Main Street Winamac) attended via Zoom and was able to vote and to count toward a quorum following the adoption of the virtual-attendance policy.

Members absent: Jeff Litke (The UPTOWN Project) [business], Dave Scott (W.T.C.) [personal]. D.C.D. Assistant Taylor Bailey [personal].

Guests present: Brad Conn, unidentified YouTube viewers.

Call to Order

Director Origer called the meeting to order at 11:30 *a.m.*

Consent Agenda

With no requests for extraction having been made, the consent agenda was approved.

**Motion: Mr. Gillum; second: Mr. Miller; no discussion; approval: all save Mrs. Hargrove, who was ineligible.**

Election of Officers

The director reiterated the three offices — president, vice-president, secretary — and their responsibilities. Mr. Miller noted that he would prefer not to continue as vice-president.

Director Origer called for nominations; Mrs. Nicholson nominated Mrs. Day to serve as president, and the latter accepted. With no other nominations having been made, Mrs. Zellers volunteered to serve as vice-president, and Mr. Gillum volunteered to serve as secretary. Nominations were closed, and the slate was approved as presented.

**Motion: Mr. Gillum; second: Mrs. Nicholson; no discussion; approval: all.**

Old Business

*2026 marketing budget:* The director presented and reviewed a draft budget proposal, highlighting an expected 10-percent cushion of either \$382.50 or \$542.50 and a remaining balance of either \$3,442.50 or \$4,882.50 if all existing relationships would be continued and depending on which *Travel Indiana* option would be selected.

*2026 marketing budget — Concepts Marketing:* The director introduced Mr. Conn, who had provided social-media-marketing services in 2025. Mr. Conn provided highlights of the 2025 campaign, mentioning the increased traffic he saw on paid social-media posts, and expressed satisfaction with the over results. For 2026, he indicated an opportunity for enhancing efforts and results and suggested investigating YouTube TV and Spotify; he intended to draft a proposal after receiving input from the members. Mr. Conn confirmed for Mrs. Hargrove that 2025's efforts had included Facebook and YouTube but no other platforms, which could be explored this year.

Significant discussion ensued regarding increased content-development involvement by the TAC and solicitation of content from businesses; improved focus on events and not just attractions; creating avenues for coalition building, training opportunities, and helping businesses to improve their own marketing efforts; and Mr. Conn's processes for harvesting and creating content. Mrs. Nicholson emphasized the need to using more social-media platforms; discussion then ensued regarding how much of the budget should be allocated to Mr. Conn's efforts. Members asked him to provided a proposal that would expand into additional platforms and not exceed \$7,500.

Consent Agenda continued

Secretary Gillum asked if the March- and April-2025 minutes needed to be approved; the director clarified that those were approved as part of the consent agenda.

Old Business continued

*2026 marketing budget — Travel Indiana:* Secretary Gillum distributed copies of past issues of *Travel Indiana* for review. Discussion ensued regarding various members' skepticism of its value, with Mrs. Nicholson noting that her use of it had not proven to be fruitful. Mrs. Messer suggested that it might provide value in attracting older visitors. Mrs. Hargrove suggested that being cognizant of the trickle-down effect of various media; Mrs. Nicholson cautioned against spending an entire quarter of the Marketing budget on this investment. President Day suggested that advertising only for part of the year, with a targeted message, might be beneficial. After substantial further discussion regarding cost, messaging, target audience, and related matters, the director was instructed to ask for an updated proposal narrowing the scope to only the second and third quarters.

*2026 marketing budget — GreatNews.Life partnership:* Director Origer reiterated that he believes that this is a beneficial partnership but may be too costly. Discussion ensued regarding the metrics provided, the possibility of scaling back, the availability of analytics, the nature and diversity of the coverage GreatNews provides, and engaging the TAC in content development. The director agreed to follow up with GreatNews prior to a final determination.

[President Day later agreed to join staff on a call with GreatNews prior to agreement execution.]

*2026 marketing budget — D.N.R. guides:* Director Origer reiterated that this is the only avenue used to highlight Pulaski County's hunting and fishing opportunities, and that he typically receives more feedback on this than any other publication. Mrs. Nicholson and Mr. Miller both reported hosting many hunting guests. The director clarified that these publications are focused exclusively on hunting and fishing, and Mrs. Hargrove, who works for the D.N.R., emphasized that these are widely circulated because they are the most accurate, up-to-date source of regulatory information for hunters and anglers and noted that the Winamac Fish & Wildlife Area attracts many out-of-state users. Members agreed to continue publishing in these two guides.

**Motion: Mrs. Nicholson; second: Mrs. Hargrove; discussion: Mrs. Hargrove reiterated her belief in the value of marketing in the D.N.R. guides; approval: all.**

***Mrs. Hargrove departed the meeting at 12:49 p.m.***

*2026 marketing budget — digital/social, generally:* Director Origer reported that Ms. Bailey had been researching Indiana-based influencer and communicating with Indiana Hannah. Following discussion regarding cost and ways of cutting them, members' willingness to support the effort, and preferred times of year and attractions to highlight, the director was instructed to have Ms. Bailey select two Indiana-focused influencers, one to focus on fall events and festivals, the other to attend the summer power show and to visit other attractions over that weekend, with a maximum budget of \$2,500 for each.

**Motion: Secretary Gillum; second: Mrs. Messer; no discussion; approval: all.**

*2026 marketing budget — other:* None.

Other Business

*Networking event:* Based on previous conversations, the director suggested hosting a networking event for tourism and tourism-adjacent businesses; discussion could focus on business-to-business partnerships and low-cost marketing education. Mrs. Nicholson recommended focusing on small-business marketing, generally, before offering a tourism-specific training opportunity, mentioning the number of local businesses not taking advantage of the free Google My Business tool.

*Virtual-attendance resolution:* President Day asked if this had been addressed, and the director and secretary noted that it had been included in the consent agenda. Brief discussion ensued regarding the policies established by the resolution.

Public Comment

*None.*

Adjournment

**Motion: Mr. Miller; second: Secretary. Gillum; no discussion; approval: all. 1:06 p.m.**

Respectfully submitted,

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Nathan P. Origer, Executive Director/Recording Secretary *pro tempore*

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Vernon Gillum, Secretary