

**Indiana Destination Development Corporation
Joint Board of Directors Meeting Minutes
November 14, 2024**

Location: 143 W Market St., Indianapolis, IN 46204

IDDC Board members attending in person: Anne Valentine Chief of Staff for the Lieutenant Governor's office (representing Lt. Governor Suzanne Crouch), Matt Eckert, Allison Barber, Dana Huber, Salena Scardina, and William Knox; **Members in attendance (virtually):** Jaime Bohler-Smith and Steve Ferguson

IDDC Foundation Board members attending in person: Bernice Helman, Mario Rodriguez, Mel Riegsecker, and Judith Thomas; **Absent Board Members:** Denise Pence, Jeff McCabe, and Dana More

Staff and guests in attendance: Elaine Bedel, David Holt, David Buskill, Amy Howell, Noelle Szydlyk, Karen Momper, Marc Steczyk, and Sarah Agostino

I. Call to Order – 10:05 a.m. ET

Anne Valentine welcomed the board and provided brief opening remarks.

II. Approval of the February meeting minutes

Anne Valentine called for approval.

Dana Huber moved for approval.

Salena Scardina seconded the approval.

Motion passed and was approved by the board.

III. Secretary/CEO General Updates

Elaine Bedel congratulated Mario Rodriguez on being named the International Citizen of the Year and Allison Barber on being named the Indiana Chamber Business Executive of the Year. Elaine mentioned that Allison Barber has also started a new job at the Marvella Foundation.

Elaine Bedel reported that IDDC won two platinum Marcom awards, two gold Marcom awards, and received two honorable mentions. Additionally, IN>Indiana was recognized by the National Governors Association.

Elaine Bedel gave updates on active projects: the Circus project, State visitor center, and the jingle.

Elaine Bedel reported on significant IN>Indiana activations: World Food Championships, Indianapolis Colts, St. Louis Fall Ad, Nolan Lamkin racing, Indiana Chamber "Coolest Thing Made IN>Indiana", and Department of Administration Division of Supplier Diversity stickers.

Judith Thomas asked if we worked with Indiana Pacer player Pascal Siakam, who does photography in the off season.

Elaine Bedel said we do not but would like to connect.

Noelle Szydlyk informed the board members that they may contact her if they qualify for a Department of Administration Division of Supplier Diversity sticker.

Elaine Bedel reported that the IN>Indiana sign that will be on the Realtor building should be up by the end of November.

Elaine Bedel announced new hire

- Ronald Scurry - Business Intelligence Analyst

Elaine Bedel advised the Director of Strategic Initiative (Kyle Johnson) and Community Engagement Officer (Nancy Jacobson) have left. Job postings are being delayed until after the Governor transition.

IV. Chief Operating Officer/Chief of Staff Updates

David Holt reported that the Future Destination Asset Development report is at the printers. The report will be distributed to legislators, cabinet officials, board members, and trade associations. The report will detail the top five or so projects for each region.

David Holt gave an update on public outreach meetings; met with 47 of 47 targeted legislators, eight sports facility/team destinations, 30 destinations, four city/county officials, two Chambers/LEDOS, three foundations, and one destination marketing organization.

David Holt provided an update on talent attraction and graduate retention strategic plan. Talent attraction and graduate retention objective is paid/earned marketing promotion that will drive more skilled workers to Indiana. The objective of business and student engagement is to meet with businesses and higher education to help in talent attraction and graduate retention efforts.

V. Communications/Marketing Updates

Amy Howell provided an update on the summer campaign that ran from May 13th to September 13th. The campaign has +580 million impressions and ran in Chicago, Detroit, Cincinnati, Louisville, St. Louis, and +175 miles around Indiana. The co-op partners for this campaign are South Shore, Steuben Co., Festival Country, Richmond, Columbus, French Lick/Discover Southern IN and DNR.

Amy Howell reported on the fall campaign that is currently running (September 14th to November 21st). The campaign currently has +98 million impressions and is running in Chicago, St. Louis, Louisville, Detroit, & Cincinnati. The co-op partners are South Shore, Shipshewana, Steuben County, Festival Country, French Lick, & DNR.

Amy Howell provided an update on the Top 5 Video series that started February 15th and is still running. The series is first person stories of where people visit in their city/town/county and is powered by Indiana Association of Realtors. There have been 5.6 million impressions year to date.

Amy Howell explained the southern Indiana media trip. IDDC hosted 12 travel journalists throughout southern Indiana including French Lick, Patoka Lake, and Dubois County. IDDC partnered with French Lick Resort, Patoka Lake Marina & Lodging, Discover Southern Indiana, and Visit Dubois County. Attending journalists write for publications including MSN, Roaming My Planet, Long Weekends, Chicago Tribune AARP, Travel Awaits, Fodors Travel, Conde Nast Traveler, LUXE, Southern Living, and more.

Amy Howell reported on earned media, web stats, and social media followers. Year-to-date IDDC has earned ~1250 media hits and has had ~6.05 billion in potential reach. There have been ~14 million views and ~7 million users year-to-date on the website. Visit Indiana's Facebook has 106K followers and Instagram has 110K followers.

Amy Howell provided an update on 2025 sales. Current sales are Travel Guide: \$251,272, Digital: \$55,745, Media: \$14,750, Newsletter: \$49,050, Co-Ops: \$370,000.

Elaine Bedel reported that Amy Howell has been promoted to Sr. VP of Tourism, Marketing & Communications.

VI. Tourism and Event Planning Updates

Noelle Szydlyk reported on 2024 Hoosier Hospitality Awards. There were 11 Hoosier Hospitality Award winners from 9 different Indiana counties. Susie Townsend from Visit Indiana won the Leadership Award and the Hanselman Family won the Will Koch Leadership Award.

Noelle Szydlyk reported that IDDC had a booth at the FFA National Convention and Expo. The focus of IDDC shifted from tourism to introducing FFA attendees to Indiana colleges and universities. IDDC collaborated with Valparaiso University, Butler University, and Ball State University to staff the booth for one day of the expo. Each university received a stipend of \$500 to purchase co-branded giveaway items.

Noelle Szydlyk explained that Media Marketplace for 2025 will be February 27, 2025, from 10:00 am to 2:00 pm and attendees will be invited members of the media and tourism partners that pay to participate.

Noelle Szydlyk provided an update on the photo booth. IDDC is still getting numbers from the recent big events: Indiana State Fair (BMV activation), Pink Concert, FFA Convention & Expo, and Taylor Swift Concert. Currently Shipshewana, Indiana Convention Center, Terre Haute Convention Center, and Indianapolis Colts/Lucas Oil Stadium each have a long-term photo booth.

Noelle Szydlyk reported that the Ecommerce program will add three new items; hat, hoodie sweatshirt/t-shirt, and holiday wooden die cut ornament. There will be a 20% discount promo for Black Friday and Cyber Monday. There will be a pop-up shop at State Holiday Fair in the Indiana Government Center South on December 12th.

Noelle Szydlyk provided an update on the Governor's Welcome packet. This is a partnership with BMV. New residents receive a letter from the Governor, an IN Indiana Travel Guide, and a Trip Idea Rack Card. Those that sign up for our newsletter receive a discount for our online store. To date 7,326 have been shipped to new residents of Indiana and will ship around 1,400 this month.

Salena Scardina asked if the Indiana Economic Development Corporation (IEDC) could also partner with IDDC on this project. Elaine Bedel would like to work together and meet with IEDC to discuss how.

Noelle Szydlyk explained that the Indiana Destination Development Foundation provided \$10,000 to the Ohio River Way in support of their new Dock/Boat Ramp/River Access Signage Program. Signage includes IN>Indiana and is being added to 40 locations in Indiana along the Ohio River.

VII. Grant Program Update

Sarah Agostino provided an update on the IDDC 2025 grant program. There are three available grants: the Indiana Destination Development Grant, the IN Indiana Placemaking Activation Grant, and the Trail Signage Grant Program. The Indiana Destination Development Grant and the IN Indiana Placemaking Activation Grant are similar to previous years. Details regarding the Trail Signage Grant Program are still being finalized and will be available later.

VIII. Grants and Strategic Initiatives

Karen Momper reported on the summer intern programs; TechPoint "Xtern", Fast Forward, South Bend Regional Partnership—Summer Connect Program, Wabash Fellowship Program, and Terra Haute Program. The TechPoint "Xtern" program was a \$5K investment with 110 students. Fast Forward had 600 attendees and IDDC received 140 newsletter sign-ups. Wabash Fellowship Program was a \$750 investment and 10/10 surveyed said if offered a full-time role and were able to find suitable housing that they would live in Wabash County. The Terra Haute program was a \$5K investment and 93% agreed the program added to their internship.

Karen Momper provided an update on the Butler University partnership. IDDC is collaborating with Butler to develop college life IN Indiana app. The development is complete and is in the beta testing phase. The app is scheduled to launch in early 2025. IDDC is exploring a partnership to pilot a new Student focused quality of life ad initiative, where higher ed leverages their ability to reach students to serve them promotional messaging.

Karen Momper provided an update on newsletter sign ups and activations. At booth events at IU in Indianapolis, over 400 students signed up for the newsletter, while over 140 students signed up at Purdue Indy, and over 100 students at Butler. 20 partners receive What's IN e-newsletter and strategic initiatives had over 100 activations in 2024.

IX. Partnership Development Updates

David Buskill gave an update on the quality-of-life Co-Ops. Terre Haute, Crawfordsville, Marion, Wabash County, and Michigan City are participating in the fall quality-of-life co-op. IDDC can do 15 quality-of-life Co-Ops in 2025.

X. Lincoln Amphitheatre Updates

Marc Steczyk reported on the 2024 Lincoln Amphitheatre season. Sold out 9 of our 10 Saturday night music nights and sold tickets in at least 18 states (Alabama, Arizona, Colorado, Connecticut, Florida, Georgia, Illinois, Indiana, Kentucky, Minnesota, Nebraska, New York, North Carolina, Ohio, Pennsylvania, Tennessee, Texas, and Wisconsin). Lincoln Amphitheatre sold tickets in at least 143 Indiana municipalities and the revenue topped \$500,000 for the first time ever, and our revenue combined with the rev. share we generate and hold for Lincoln State Park totaled nearly \$540,000. Both amounts are nearly \$30,000 higher than the prior year.

Marc Steczyk provided an update on phases three and four. Construction has begun on the beer, wine, and restroom building, as well as the siding, roof, and seating, which are all expected to be completed by spring 2025.

XI. Next Steps

Anne Valentine shared the 2025 meeting dates that are subject to confirmation by new administration.

Elaine Bedel expressed her gratitude to the IDDC staff for their hard work this year despite being short-handed. There are three open positions: Director of Strategic Initiatives, Community Engagement Officer, and Assistant Director of the Lincoln Amphitheatre. These positions will remain open until the new administration takes office.

Allison Barber provided an update on her new job with the Marvella Foundation. The complex will be named "Marvella" in honor of Senator Birch Bayh's wife, who was influential in Senator Bayh's writing of the Title IX legislation. This will be the first-ever sports and leadership complex in the country dedicated primarily to the needs of young female athletes. Will break ground in February of 2025 and once complete will hire 1,000 employees.

Meeting Adjourned with motion made by Dana Huber and seconded by Matt Eckert at 11:46 a.m.