

**Indiana Destination Development Corporation
Joint Board of Directors Meeting Minutes
February 8, 2024**

Location: Indiana Destination Development Corp Office, Realtor Building, Suite 700 Conference Room

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

- **Absent Board Members:** William Knox

IDD Foundation Board members attending in person: Bernice Helman, Judith Thomas; **Members in attendance (virtually):** Dana More, Mel Riegsecker, and Jeff McCabe

- **Absent Board Members:** Mario Rodriguez

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

I. Call to Order – 10:00 a.m. ET

Anne Valentine welcomed the board and provided brief opening remarks.

II. Approval of the August meeting minutes

Anne Valentine called for approval.

Steve Ferguson moved for approval.

Allison Barber seconded the approval.

Motion passed and was approved by the board.

III. Secretary/CEO General Updates

Elaine Bedel welcomed Mel Riegsecker to the Indiana Destination Development Foundation Board.

Elaine Bedel provided a few goals for 2024; 400 activations, additional collaborations, legislative outreach, and ambassador programs.

Elaine Bedel reported on the significant IN Indiana activations: Shipshewana Ice Festival, Northwest Indiana Forum, and Visit DeKalb County.

Elaine Bedel provided an update on the return on investment (ROI) for the 2023 spring/summer campaigns. For every \$1 spent, ROI was \$10 of new state taxes.

Elaine Bedel gave an update on the Solar Eclipse. IDDC has worked with other state agencies and DMOs. State park inns and campgrounds are already sold out. IDDC has eclipse t-shirts on e-commerce site. Board members provided a code for a discount.

IV. Policy and Analytics Updates

Drew Griffis provided an update on the economic impact of tourism. IDDC partnered with Rockport Analytics, Reach Market Planning, Longwoods International and Tourism Tomorrow, Inc. to provide comprehensive reports of tourism impact for the state and all 92 Indiana counties. IDDC also created custom graphics for each county and a customizable press release template.

Drew Griffis reported on the US Travel data. Visitor spending and tax revenues were up in December.

Steve Ferguson reported that French Lick's numbers are above 2019 numbers, but they are concerned about inflation.

Mel Riegsecker said their ticket sales are 30% more than last year. Mel looks at RV manufacturing for trends, which is slowing down.

Dana Huber said liquor sales increased in 2020 and are now stabilizing.

Jeff McCabe explained on the hospitality side that they had a strong 4th quarter. Also, employee retention is improving.

V. Chief Operating Officer/Chief of Staff Updates

David Holt provided an update on the general assembly and bills.

VI. Communications/Marketing Updates

Amy Howell reported on end of year marketing numbers. Instagram impressions: 3,120,062; Facebook total reach: 85,337,134; YouTube: 6.6M views; Email open rate: 27.2%; Media hits: 1,357; Potential reach: 3,421,478,902; VisitIndiana.com: 2,908,532.

Amy Howell provided an update on the Holiday Campaign. The campaign ran from November 23rd to December 31st. There were over 3.5 million impressions. The IDDC partnership with Visit Shipshewana/Giveaway and achieved over 2.5 million impressions.

Amy Howell reported on the Winter Campaign. The campaign ran from December 1st to February 29th with over 9 million impressions.

Amy Howell gave an update on the Pie-Pi Day Campaign. The campaign will run from January 23rd to March 14th. IDDC partnered with Wick's Pie.

Amy Howell reported on Top 5 IN Indiana. The videos will launch February 15th and run through November 15th. The videos are stories from real people telling their Top 5 places IN Indiana and is powered by Indiana Association of Realtors.

Amy Howell advised on upcoming events. Media Marketplace at Newfields will be on March 4th, Makers Market in Shipshewana is on June 13th, and Media Mission in Cincinnati is in September.

VII. Tourism and Event Planning Updates

Noelle Szydlyk provided a 2023 sales recap of the IDDC online store. The 2023 Gross Sales was \$15,599.34, with fourth quarter sales being \$10,437.90.

Noelle Szydlyk reported on the launch of the Motorsport Microsite that is coming in the Spring of 2024. The focus is on Motorsports Tourism and encouraging the racing enthusiast to check out more race locations/racing themed destinations IN Indiana.

Noelle Szydlyk gave an update on events and IN Indiana activations. Brewers Guild of Indiana Winterfest – Feb 10, NBA Crossover – Feb 15-18, INRLA Statehouse Day - February 21, IDDC Media Marketplace – March 4, and Indiana Tourism Assoc. Annual Conference – March 11-13.

Noelle Szydlyk provided an update on the NBA All-Star 2024 activation. IDDC provided the volunteer T-Shirts, partnering with PSE & Visit Indy on 2500 sq. ft. space at NBA Crossover, and promoting VisitIndiana.com/basketball microsite.

Noelle Szydlyk reported on the IN Indiana Travel Guides and Indiana Festival Association Festival Guides. IDDC printed 300,000 IN Indiana Travel Guides (available March 1). Of this amount, 221,000 will be distributed in Columbus, Cleveland, Cincinnati, St. Louis, Chicago and Detroit – polybagged with local magazines like Indianapolis Monthly. IDDC will also ship guides to 440 additional locations. The Indiana Festival Association (IFA) Festival Guides are available now and 51,000 were provided by IFA to IDDC.

VIII. Grants and Strategic Initiatives

Kyle Johnson explained the 2024 IDDC grant programs. There are two grant programs available for a total budget of \$450,000. The two grants are the Indiana Destination Development Grant - up to \$250,000 matching grant and the IN Indiana Placemaking Activation Grant - up to \$25,000 matching grant.

Kyle Johnson reported on the Photo Booth activations. There are four photo mirrors currently activated in the Indiana Convention Center, Indianapolis Colts/Lucas Oil Stadium (moving soon), Hard Truth Distillery, Evansville (Ford Center & Old National Events Plaza).

Kyle Johnson gave an update on the Quality-of-Life Co-Op Campaign. Initial campaign had five municipalities, Hammond, Jeffersonville, Kokomo, Muncie & Noblesville. The

campaigns averaged 13.7 million impressions, 592,100 video views, 35,700 clicks, and 45,700 pageviews. The overall campaign generated 70+ million impressions.

Karen Momper reported on College Life IN Indiana. IDDC received feedback from the Butler Student Entrepreneurship focus groups. Butler proposed a joint project to develop a true App (versus a website) that would belong to IDDC and could be rolled out Statewide if the Butler Pilot is successful.

Karen Momper explained the Intern Experience program pilots. Last year the program was successfully piloted in Fort Wayne. This summer a similar program will happen in Terre Haute. In addition, existing internship programs are enhanced by IDDC in South Bend and Indianapolis.

Karen Momper explained the Choose Southern Indiana Pilot. It is a program to attract Teachers and Nursing talent to areas of high need. Other programs include partnering with the Lilly Scholars Network for an Ambassador program as well as welcome packets to new residents in partnership with BMV.

Anne Valentine left at 11:50 a.m.

IX. Partnership Development Updates

David Buskill gave an update on Co-Op's, sales, and activations. The Quality of Life will first offer renewal to last year's partners. The total 2023 digital and media sales were \$116,175 and 2024 Year to Date is \$142,700. Year to Date activations from partnership development is 42.

Salena Scardina left at 11:52 a.m.

X. Lincoln Amphitheatre Updates

Marc Steczyk provided the 2024 Lincoln Amphitheatre performance series lineup. Six shows already sold out. A new website design coincided with the launch of the performance series lineup.

Marc Steczyk gave an update on the offseason projects: concessions building improvements, cast house/green room area improvements, perimeter fencing, and parking lot (phase 2).

XI. Next Steps

Elaine Bedel shared the upcoming meeting dates.

Meeting Adjourned with motion made by Allison Barber and seconded by Jaime Bohler-Smith at 11:58 a.m.