

**Indiana Destination Development Corporation
Board of Directors Meeting Minutes
February 9, 2023**

Location: Indiana Association of Realtors Suite 700 Conference Room

IDDC Board members attending in person: Lieutenant Governor Suzanne Crouch, Steve Ferguson, Allison Barber, Matt Eckert, and Salena Scardina

- **Members in attendance (virtually):** William Knox
- **Absent Board Members:** Dana Huber

IDD Foundation Board members attending in person: Judith Thomas, and Jeff McCabe

- **Members in attendance (virtually):** Dana More
- **Absent Board Members:** Bernice Helman, Mario Rodriguez, and Shenita Bolton

Staff and guests in attendance: Elaine Bedel, David Holt, Noelle Szydlyk, David Buskill, Mitchell Gauger, Amy Howell, Sarah Agostino, Kyle Johnson, and Anne Valentine

Meeting was a Joint Meeting with the Indiana Destination Development Foundation.

I. Call to Order – 10:00 a.m. ET

Lt. Governor Suzanne Crouch welcomed the board and provided brief opening remarks.

II. Approval of the November meeting minutes

Lt. Governor Suzanne Crouch called for approval.

Steve Ferguson moved for approval.

Matt Eckert seconded the approval.

Motion passed and was approved by the board.

III. Secretary/CEO General Updates

Elaine Bedel announced New Hires

- Sarah Agostino - Executive Assistant/Field Director
- Grant Patterson – Webmaster
- Justus O’Neil – Public Relations

Elaine Bedel advised that one of the Directors of Strategic Initiatives (Mitchell Gauger) is leaving and the job will be posted.

Elaine Bedel reported on the IDDC’s budget request. The Governor’s budget to Legislators included additional \$10 million per year. \$14.7 million for IDDC, \$364,000 for Lincoln Amphitheatre, \$7.2 million passthroughs, making a total IDDC Allocation approximately \$22 million.

Elaine Bedel reported on the House Ways and Means Committee hearing.

Elaine Bedel explained the return on investment for the spring/summer campaign. \$1.9 million for promoting Indiana in Chicago, St. Louis, and Louisville. 864,000 incremental trips due to the promotion. \$102 million spent by visitors at Indiana businesses and \$11.2 million new taxes for Indiana. The ROI equaled \$6 to \$1 return.

Elaine Bedel explained the surrounding state budgets and state ranking for “Top of Mind”.

“*Perception of Indiana*” video was played.

IV. Chief Operating Officer/Chief of Staff Updates

David Holt reported on conversations with Legislators. The meetings have been positive of supporting IDDC’s budget of at least \$10 million.

David Holt gave an update on the Legislation for IDDC.

V. Lincoln Amphitheatre Updates

Marc Steczyk provided an update on the Lincoln Amphitheatre. The 2023 Preperformance Series was announced February 7th and sold out three shows in the first day. The capital request via DNR for \$4.9 million is included in the Governor’s Budget. The refurbishment of the 1,500-seats is complete and Phase One has started. Phase One includes the new entrance structure which has started and should be complete by May. The phases 2, 3, and 4 of the project are dependent on the budget and would expand the Lincoln Amphitheatre to 2,300 seats. If the Lincoln Amphitheatre is unable to do the full four phases, then the rest of the venue would be enhanced and still would be an improvement.

VI. Communications/Marketing Updates

Amy Howell provided an update on the activations for IN>Indiana. Over 1,000 downloads of the toolkit and 600 activations in the first six months. That is an average of 2.3 new activations each day.

Amy Howell explained the free IBJ advertisement. The ad was a Thank You to our IN>Indiana partners.

Amy Howell reported on the 2022 marketing campaigns and results. There were two media trips (North & South). The trips had 86 sponsors, 27 journalists (Chicago Tribune, AFAR, Travel + Leisure, Forbes and more), 54 articles produced, 431 million consumers reached by earned media, and \$1 million in advertising equivalency generated. The Fall Campaign was digital only. It included 6 co-op partners, ran from September 6 through October 31, and had more than 16 million impressions. The Holiday Campaign was digital and did not have any co-ops. It ran from December 1 through December 31 and had 2.4 million impressions.

Amy Howell reported on the passports, Indiana State Nature Passport, Indiana Culinary Trails Passport, Indiana Arts & Culture Passport, College Life IN Indiana Passport, and Pete Dye Golf Trail Passport.

Amy Howell gave an update on 2023 campaigns, partnerships, and upcoming events. IDDC is working on the eclipse in 2024 and will do paid marketing. IDDC will be doing a media trip in 2023, similar to the 2022 trip.

VII. Partnership Development Updates

David Buskill reported on the sales for Travel Guides, Newsletters, and digital. Increase from 2022 to 2023 in all categories.

David Buskill gave an update on current opportunities for sponsorship (College Life, Basketball Experience, Motor Sports Experience, and A/R Photo Booths).

VIII. Tourism and Event Planning Updates

Noelle Szydlyk provided an update on the IDDC shop. IDDC is partnering with United State of Indiana to implement an online web store.

Noelle Szydlyk reported on a new Military History project. IDDC will create a microsite to serve as the homebase for the program on VisitIndiana.com. There will be a special event on February 24th in Evansville to announce the creation of the site and the target launch date is July 4, 2023. This project was initialed in response to Evansville being recently designated as the Indiana's WWII American Heritage City by the National Park Service.

Lieutenant Governor Suzanne Crouch left the meeting at 11:10 a.m. and Anne Valentine stepped in as chair.

IX. Pilot Projects

Mitchell Gauger reported on the Ball State Passport Challenge. The challenge starts March 1st and runs through March 20th, IDDC staff will be at Ball State for launch day. The top three Living/Learning Communities will receive an all-expensed paid trip to an Indiana Pacers game, in a suite. A portion of the tickets will be given to industry professionals to create a networking experience.

Mitchell Gauger reported on the Fort Wayne Intern Network Pilot. IDDC to partner with Visit Fort Wayne, Greater Fort Wayne Inc., and Fort Wayne Metro Chamber of Commerce. The goal is to create a unique "visitor-like" experiences for interns to better understand the city's quality of life upon the end of their summer internship and help the establish a social network for the interns.

Kyle Johnson explained the Photo Booth Pilot. IDDC Digital Photo Booths would be housed in locations that regularly host large numbers of out-of-state travelers, offering a unique photo experience with the only cost to users is providing an email address and zip code.

"Mirror X Booth: 'Augmented Reality' Feature" video was played.

Kyle Johnson reported on the Regional Career Expo, April 12th. IDDC, IEDC, Indiana employers, University career centers, and communities and economic development organizations will be at the event. They are working together to talk through challenges and opportunities in recruiting and retaining recent graduates within the region. IDDC will focus on share quality of life resources and assets for use by stakeholders.

X. IDDC Grants

Kyle Johnson reported the criteria for evaluating grant applications. Projects to be selected based on location/visibility to Indiana residents and visitors and quality of artwork with the submitted design. IDDC intends to include a diverse group of locations and projects. The deadline for applications is March 17, 2023, at 4:00 p.m. ET. The Award announcement will be March 31, 2023. The deadline for project completion is October 31, 2023.

Kyle Johnson explained the difference between IN Indiana Public Art Activation Grant and IN Indiana Placemaking Activation Grant. The IN Indiana Public Art Activation Grant is a maximum of \$10,000, is non-matching, can be murals, sculptures, etc., and is open to all applicants. The IN Indiana Placemaking Activation Grant is a maximum of \$25,000, it is 1:1 matching grant and can be used for signage, pole banners, community gateway signage, water towers, overpass transformations, park benches, etc., and is open to municipalities, counties, communities, DMOs, and chambers of commerce.

XI. IEDC Updates

Salena Scardina gave an update on the Indiana Economic Development Corporation (IEDC) brand. In the Statements of Work (SOW) it mentions that the IDDC “IN Indiana” brand has already made progress and it needs to be a consideration. IEDC wants the quality of place and job opportunities to show for Indiana. IEDC is working with a global PR firm that will help them tell IEDC’s story.

XII. Next Steps

Anne Valentine shared the remaining meeting dates.

Thursday, May 11

Thursday, August 10

Thursday, November 9

Meeting Adjourned by Anne Valentine at 11:42 a.m.