

**Indiana Destination Development Corporation
Joint Board of Directors Meeting Minutes
May 11, 2023**

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, and Salena Scardina; **Members in attendance (virtually):** Steve Ferguson and Dana Huber

- **Absent Board Members:** William Knox and Matt Eckert

IDD Foundation Board members attending in person: Dana More; **Members in attendance (virtually):** Shenita Bolton

- **Absent Board Members:** Bernice Helman, Mario Rodriguez, Judith Thomas, and Jeff McCabe

Staff and guests in attendance: Elaine Bedel, David Holt, David Buskill, Amy Howell, Sarah Agostino, Kyle Johnson, Marc Steczyk, Drew Griffis, and Jamie Bohler-Smith

I. Call to Order – 10:00 a.m. ET

Anne Valentine welcomed the board and provided brief opening remarks.

II. Approval of the November meeting minutes

Anne Valentine called for approval.

Dana Huber moved for approval.

Allison Barber seconded the approval.

Motion passed and was approved by the board.

III. Secretary/CEO General Updates

Elaine Bedel announced New Hires

- Karen Momper - Director of Strategic Initiatives

Elaine Bedel advised the Digital Marketing Strategist (Aissatou Balde) has left and the job is posted.

Elaine Bedel announced that board member Mario Rodriguez has been selected to serve on the Secretary's advisory committee of the U.S. Department of Transportation. The board expressed their congratulations.

Elaine Bedel reported on the awards IDDC has received for the IN>Indiana campaign. Silver NATJA, Gold (Judge's Choice) Addys, Gold Addys, Platinum MarCom, Gold MarCom, Platinum Hermes, and Pinnacle PRSA Hoosier Chapter.

Elaine Bedel advised that the next board meeting would be held at Gainbridge Fieldhouse. The meeting would have a tentative start time of 3:00 pm followed by dinner

and a Fever game. Elaine also asked if board members would be willing to travel for meetings as other board members have offered to host. IDDC will send out a survey for board members to answer.

Elaine Bedel explained the IDDC budget for 2024 and 2025. IDDC received a budget of \$28,704,240 each fiscal year including pass throughs. After pass throughs IDDC's budget will be \$20,000,000.

IV. Chief Operating Officer/Chief of Staff Updates

David Holt reported on House Bill 1209 and 1210. Both bills passed. House Bill 1209 corrected the original the language for the Foundation. House Bill 1210 added an ITA representative to the IDDC board.

V. Tourism and Event Planning Updates

David Holt provided an updated on the Ecommerce program and the online store. There is a gross profit of \$2,515.36 (after costs/fees are paid to UnitedStates of Indiana, vendor).

David Holt reported on the Military Monuments & Museums IN Indiana project. IDDC will launch a microsite to serve as the homebase for the program on VisitIndiana.com on July 4th.

David Holt reported on the Indiana Basketball Experience. Goal is to create an organized and consumer friendly digital destination for travelers seeking information on the history of basketball in Indiana. The microsite will launch on August 6, 2023, at the 2023 Indiana State Fair, IN Indiana Day.

VI. Communications/Marketing Updates

Amy Howell explained the spring and summer campaign. It will start May 15th and go through Labor Day. Marketing will be in Chicago, Louisville, St. Louis as well as a 175-mile radius around Indiana.

Amy Howell reported that the Home Again IN Indiana video series launched April 27th.

Amy Howell provided an update on IN Indiana Week, May 7-13.

Amy Howell explained that the Eclipse is in April of 2024. IDDC is already working on marketing with partners around the state.

Amy Howell gave an update on the IN Indiana Day at the State Fair, August 6, 2023. IDDC is focusing on two initiatives – Military Monuments and Museums and Indiana Basketball Experience. IDDC will have new signage and photo booths on-site.

VII. Lincoln Amphitheatre Updates

Marc Steczyk provided an update on the Lincoln Amphitheatre. Projects completed in Phase One are the refurbishment of all 1,500 original seats, updates to the catwalk

lighting, a new lightboard, lift station and electrical infrastructure repairs, and continued upgrade in theatrical lighting from incandescent bulbs to LED. The 2023 Performance Series begins May 20th. The capital request via DNR was approved for \$4.6 million. This funding will be used for Phase II through IV expansion of the Amphitheater to 2,500 seats.

VIII. Partnership Development Updates

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

David Buskill reported on the DMO activations and projected numbers by third quarter.

IX. Analytics

Drew Griffis explained the 2022 visitor spending and tourism economics. Indiana has unfortunately overtaken Ohio as last in visitor spending per capita.

Drew Griffis explained Indiana's perception problem. For a good place for a leisure trip Indiana is ranked 44.

X. Grants and Strategic Initiatives

Kyle Johnson gave an update on the IN Indiana Activation Grants. There are 35 Public Art Grants and 5 Placemaking Grant funded for a total of \$414,000.

Kyle Johnson reported on the Ball State/College Life IN Indiana Pilot program. It generated 441 signups for the passport to date and continue to see sign ups daily since the pilot launched. The pilot project came in \$1,700+ under budget. There is a plan to simplify for future on-campus activations.

Kyle Johnson explained the Fort Wayne Intern Networking Pilot program. The program is working with Leadership in Fort Wayne. There are eight events planned; Fort Wayne Zoo, Tin Caps, Nightlife, etc.. Participants will be surveyed upon sign up and then again after programming on ratings of Indiana, Fort Wayne and their plans after graduation.

Kyle Johnson gave an updated on the photo booths. The first three units have shipped and are wrapped with IN Indiana branding and the budget approved to buy four more. The next steps are to finalize the programming for the on-screen experience and placement in market by June.

XI. Next Steps

Anne Valentine shared the remaining meeting dates.

Thursday, August 10

Thursday, November 9

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