

**Indiana Destination Development Corporation
Joint Board of Directors Meeting Minutes
May 9, 2024**

Location: 143 W Market St., Suite 700, 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), and Allison Barber; **Members in attendance (virtually):** Jaime Bohler-Smith, Steve Ferguson, Dana Huber, Salena Scardina, and William Knox

- **Absent Board Members:** Matt Eckert

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

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

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

I. Call to Order – 10:02 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.

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 announced New Hire

- Lindsey Skeen – Marketing Strategist

Elaine Bedel reported on board and staff accolades: Mario Rodriguez named International Citizen of the Year, Dana Huber received The Chancellor's Medallion Award from IU Southeast, and Amy Howell named a board member for the North American Travel Journalist.

Elaine Bedel reported on significant IN>Indiana activations: the Governor in Eclipse gear, INDOT road signs, Indiana State Comptroller's website, Indiana State Police Alliance t-shirts, and Independent Colleges of Indiana ads.

Allison Barber commented on how much she loves the new INDOT road signs.

Dana Huber asked how many activations there are.

David Holt reported that there are 1,000 total activations.

Elaine Bedel advised that the Indiana Destination Development Foundation is sponsoring the U.S. 2024 Olympic Swimming Trials with Indiana Sports Corp. IDDC is the sponsor of the Opening Night, will have digital signage on the pool deck, IN>Indiana videos on display in venue and activation on Georgia Street, and inclusion in all digital marketing. There is coverage on NBC every night and on Peacock during each day.

IV. Chief Operating Officer/Chief of Staff Updates

David Holt provided an update on the Gap Analysis and Future Destination Asset Development meetings. Have held nine and have two more scheduled meetings. The final report should be ready at the end of July.

V. Lincoln Amphitheatre Updates

Marc Steczyk provided an update on the Lincoln Amphitheatre. Seven out of the ten 2024 Performance Series shows have sold out. Sponsors and season tickets holders from 2023 came back at almost 100%. Phases three and four went out to bid and have received them back. The only change to the plans is cutting back 200 seats.

Elaine Bedel asked when will the construction will start for phases three and four.

Marc Steczyk reported that it will start as soon as the contracts have been signed and will go through the season and should be completed before the 2025 season.

VI. Communications/Marketing Updates

Amy Howell explained the spring campaign (March 18th to May 1st). The budget was 2.9 million with co-op partners, it was an all-digital campaign, and had 204 million impressions. There were more impressions from this campaign than all of last year.

Amy Howell provided an update on the winter campaign that ran from January 1st to February 29th. The campaign had 12.1 million impressions and ran in Chicago, Detroit, Cincinnati, Louisville, and St. Louis. Additionally, a pilot winter co-op with Visit Shipshewana had 5 million impressions.

Amy Howell gave an update on the All-Star game. IDDC marketed from March 4th to March 18th, spent \$2,800 on ads, and geofenced the campaign. There were 164,012 impressions. IDDC pushed people to the Basketball Experience IN Indiana website. IDDC will do a re-targeting campaign for those visitors.

Elaine Bedel asked if we can use geofencing again.

Amy Howell reported that geofencing is only good for six months.

Allison Barber asked if we are targeting Iowa.

Amy Howell informed everyone that IDDC is still working out the details and what areas in Iowa to target.

Amy Howell gave an update on the Pie Day-to-Pi Day campaign that ran from January 23rd to March 14th. The campaign had 1 million impressions and 85 socks earned. \$3,500 was spent on digital buys and pushed out organically – news release, newsletter, blog & earned media (4.2M reach).

Amy Howell provided an update on the Solar Eclipse. IDDC started planning a year in advance, spent \$10,000, and had 2.1 million impressions. IDDC used Atlas Obscura, a travel website, from March 11 to April 8, 2024, there were 5.3 M impressions. There were 539 articles and a total reach of 3.8 billion through earned media. The economic impact report should be complete by the end of May. IDDC plans to retarget the visitors.

Amy Howell explained the 2024 Travel Guide. There were 302,000 printed of those 191,000 were polybagged with regional publications, outside of Indiana. In March travel guides were shipped to 600 locations, rest areas, CVBs, etc.

VII. Tourism and Event Planning Updates

Noelle Szydlyk explained the motorsports circuit IN Indiana. The site launched April 25, 2024, and is presented by Indianapolis Motor Speedway. There are 11 attractions and Museums, 40 races and special events, 23 racetracks, 31 historical markers and memorials. The places will be continuously added.

Noelle Szydlyk provided an update on the Ecommerce program and the online store. In quarter one, the gross sales were \$26,189 with net sales of \$13,416, which was more than all of 2023. 1,681 Eclipse T-shirts and 104 Eclipse Sweatshirts were sold since their launch in quarter three 2023. Quarter two will have 3 new designs that will drop on May 1 and United State of Indiana (USI) will include with their May Race Month promotions. The contract extension is being finalized with USI for the next 12 months.

Noelle Szydlyk gave an update on special events from quarter one, Indiana Brewers Guild Winterfest (Pop Up Shop) – Feb 2024; NBA All-star Sponsorship/Crossover Activation – Feb 2024; Indiana Restaurant & Lodging Association Statehouse Day activation – Feb 2024; IDDC Media Marketplace – March 2024; Indiana Tourism Association Conference Sponsorship – March 2024; and IDDC Eclipse Activations/INDOT Rest Areas – April 2024.

Noelle Szydlyk explained the upcoming special events for quarters two and three: IN Indiana Week Activations – May 2024; Midwest Travel Network Conference Maker's Night – June 2024; 2024 U.S. Olympic Trials Swimming – June 2024; IDDC Media Mission – September 2024; and FFA National Convention Expo – October 2024.

VIII. Grants and Strategic Initiatives

Kyle Johnson gave an update on the summer intern programs. IDDC is partnering with Terre Haute Chamber of Commerce for the Intern Experience IN West Central Indiana. This program is modeled after the Intern Experience IN Fort Wayne. There are 6-7 events planned. IDDC is granting \$5,000 and local companies are buying in to fund participating interns. IDDC is enhancing existing programming in South Bend. IDDC is spending

\$2,000 to add an event to their programming that will feature the East Race Waterway. Additionally, IDDC is giving the TechPoint Xtern program \$5,000 to fund a Bottleworks experience in Indy.

Kyle Johnson provided an update on the Radius Indiana partnership, Choose Southern Indiana. The program is to attract nurses and teachers to the 12-county Radius Region. IDDC is granting \$35,000 toward incentives this year with the option to renew for \$35,000 again in FY25. The incentives are about \$5,000 for each new worker and IDDC would be fund half of that amount per person. The worker must move in from either out of state or outside of the radius region which is 12 counties.

Kyle Johnson explained the Indiana Destination Development Grants. IDDC awarded \$352,658. Funding went to the Fort Wayne Railroad Historical Society, Railroad destination in Pleasant Lake, IN, \$250,000; Evansville Museum of Arts, History & Science, Pablo Picasso glass artwork, \$52,658; and the Indiana Military Museum, 4,000-square-foot expansion, \$50,000.

Kyle Johnson explained the IN Indiana Placemaking Activation Grants. IDDC awarded \$97,342. Funding went to the City of Fort Wayne - \$25,000; the City of Madison - \$25,000; the Town of Danville - \$17,500; DeKalb County Visitors Bureau - \$17,000; Spencer County Visitors Bureau - \$8,431.50; the Town of Lagro - \$4,410.

Kyle Johnson explained that IDDC will announce the 2025 grant programs around September and the deadline to apply will be early February.

Salena Scardina wanted to thank Kyle and IDDC for all the work they do and how they promote the IN Indiana brand.

Kyle Johnson provided an update on the Ball State Living-Learning Communities, residential programs at Ball State for students in the same fields of study. 16 trips to Indiana destinations and 294 students engaged.

Karen Momper gave an update on the employee newsletter. Five entities have signed up since the launch in April.

Karen Momper provided an update on the college life IN Indiana app. IDDC is collaborating with Butler. Butler is covering most of the cost and doing the design, coding, launch and testing.

Karen Momper explained the Summer Explorers program with the Lilly Scholars network. The program is engaging students as Indiana ambassadors to promote student tourism and influence graduate retention. The students will post content from their adventures to personal social channels, giving IDDC permission to share content even more broadly.

IX. Partnership Development Updates

David Buskill gave an update on the quality-of-life Co-Ops. Terre Haute, Crawfordsville, Marion, and Michigan City are participating in the quality-of-life co-ops for \$50,000, while the Indiana Dunes and Martinsville are part of the quality-of-life co-ops for \$15,000. There have been 49 IN>Indiana activations year-to-date from partnership development.

X. Next Steps

Anne Valentine shared the remaining meeting dates.

Thursday, August 8

Thursday, November 14

Meeting Adjourned with motion made by Allison Barber and seconded by Dana Huber at 11:15 a.m.