

**Indiana Destination Development Corporation
Joint Board of Directors Meeting Minutes
August 13, 2025**

Location: 143 W Market St., Suite 700, Indianapolis, IN 46204

IDDC Board members attending in person: Secretary David Adams and Erin Sweitzer;
Members in attendance (virtually): William Knox, Jaime Bohler-Smith, Matt Eckert, and Allison Barber

- **Absent Board Members:** Steve Ferguson and Dana Huber

IDDC Foundation Board members attending in person: Mario Rodriguez; **Members in attendance (virtually):** Dana More, Mel Riegsecker, and Denise Pence

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

Staff and guests in attendance: Amy Howell, Marc Steczyk, Noelle Szydlyk, Sarah Agostino, and Lindsey Skeen

I. Call to Order – 10:02 a.m. ET

Secretary David Adams welcomed the board.

II. Approval of the May meeting minutes

Secretary David Adams called for approval.

Erin Sweitzer moved for approval.

Allison Barber seconded the approval.

Motion passed and was approved by the board.

III. Vertical Updates

Secretary Adams explained the budget for Indiana Destination Development Corporation (IDDC). He reported on how Governor Mike Bruan organized the State agencies and how the verticals work. Secretary Adams explained Governor Braun's four objectives: to help move the economy of the state of Indiana forward, to help existing businesses in Indiana, to help entrepreneurs on Main Street, and to focus on building these innovation capabilities.

IV. CEO General Updates

Amy Howell provided an update on IDDC staffing changes and congratulated David Adams, Jeff McCabe, and Mario Rodriguez on being named to IBJ's Media Indiana 250 list.

V. Communications/Marketing Updates

Lindsey Skeen reported on the spring campaign: a budget of \$1,872,598, 176 million impressions, and 5.1 million web sessions.

Lindsey Skeen provided an update on the summer campaign: a budget of \$3,900,000, 527 million impressions, and 1.8 million web sessions.

Lindey Skeen explained the Geiger Media Trip to Elkhart and Shipshewana.

Lindsey Skeen gave an update on earned media, social media, and sales for 2025.

Board Member Jaime Bohler-Smith asked when the budget cuts will take effect.

Amy Howell reported that they will take effect starting in 2026 and IDDC will still track the metrics to know how campaigns and socials do.

Board Member Allison Barber asked what does it mean to sell a cover for the Travel Guide.

Amy Howell explained that IDDC chooses the front cover, but partners can buy the front inside and the back cover page.

VI. Tourism and Event Planning Updates

Noelle Szydlyk reported on upcoming events in quarters three and four: LIV Golf, IDDC Media Mission, Motorcross of Nations, American River Roots Festival, KornFerry Championship, FFA National Convention & Expo, and Hoosier Hospitality Awards.

Noelle Szydlyk provided an update on the Ecommerce program and the online store. There is a gross profit of \$2,865.22(after costs/fees are paid to UnitedStates of Indiana).

VII. Lincoln Amphitheatre Updates

Marc Steczyk provided an update on the ribbon cutting at Lincoln Amphitheatre, the 2025 performance series, and the planning for 2026 season.

VIII. Next Steps

Secretary David Adams shared the remaining meeting date.
Wednesday, November 5

The meeting adjourned with a motion made by Erin Sweitzer and Allison Barber at 10:40 a.m.