

**Indiana Destination Development Corporation
Joint Board of Directors Meeting Minutes
August 8, 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), Matt Eckert, Allison Barber, Dana Huber, Salena Scardina, and William Knox; **Members in attendance (virtually):** Jaime Bohler-Smith and Steve Ferguson

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

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 – 10:10 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.

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 welcomed and congratulated the new and reappointment board member. Denise Pence was added to the Indiana Destination Development Foundation (IDDF) board. Bernice Helman, Dana More, and Judith Thomas were reappointed to the IDDF Board. Dana Huber, Matt Eckert, and William Knox were reappointed to the IDDC Board.

Elaine Bedel asked the boards to send updated bios and headshots so IDDC can update the board roster.

Elaine Bedel reported on awards and accolades: Visit Shipshewana was named the 2024 Midwest Travel Network Destination of The Year, the Home Again IN Indiana video series was awarded a Gold Viddy, and IDDC was recognized by the EDA.

Elaine Bedel reported on significant IN>Indiana activations: Midwest Travel Network IN Indiana Makers Night, American Cruise Lines, Chicago Sidewalk and Train wraps, Milan Mural, Government Building IN Indiana Sign, and Lincoln Highway Association Annual Conference.

Elaine Bedel gave updates on recent and upcoming events: US Olympic Trails – Swimming Sponsorship/Activation on June 15th, Governor Holcomb’s Huddle at Hinkle Fieldhouse on June 21st, Simpleview Training from August 19th to 21st.

Elaine Bedel announced Kyle Johnson, Director Strategic Initiatives, of is leaving the agency and thanked the summer interns.

- Tisha Owens and Hannah Baer – summer interns

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 11 meetings, had 275+ in-person attendees, with over 1,600 destination ideas generated. The final report should be complete by August 16th.

David Holt gave an update on public outreach meetings; met with 45 of 47 targeted legislators, six sports facility/team destinations (one scheduled), 21 destinations (two scheduled), three city/county officials, two Chambers/LEDOS, and two foundations.

V. Policy & Analytics Updates

Drew Griffiths provided an update on the Grad Retention Survey. The surveys found that less than half of students see themselves living in Indiana after graduation. Most students agree their college has job opportunity tools and resources available and access to relevant work experience in Indiana. Generally, those who are currently employed have higher perceptions of Indiana than do those who are unemployed or underemployed.

VI. Communications/Marketing Updates

Amy Howell explained the spring campaign (March 18th to May 1st). The budget was 2 million with co-op partners, it was an all-digital campaign, and had 267 million impressions. There were more impressions from this campaign than all of last year.

Amy Howell provided an update on the summer campaign that is currently running (May 13th to September 2nd). The campaign has +260 million impressions and is running in Chicago, Detroit, Cincinnati, Louisville, St. Louis, and +175 miles around Indiana. The co-op partners for this campaign are South Shore, Steuben Co., Festival Country, Richmond, Columbus, French Lick/Discover Southern IN and DNR. Have sidewalk decals in five markets.

Mario Rodriguez asked if the decals have been taken up and if they are up in high traffic areas.

Amy Howell said they decals are still up and that they are in high traffic areas like in front of the Field Museum.

Amy Howell gave a report on the Solar Eclipse. There were 3.5 million visitors to the state, which was a 45% increase from last year. There was a \$148 million total economic impact (federal state and local), \$45 million in total taxes, media hits: 230, 2.2 billion potential reach, and IDDC sold over 1,600 shirts & sweatshirts.

Amy Howell gave an update on the Home Again series that ran from June 2023 to December 1, 2023. The series is Hoosiers who left and came back again and was powered by the Indiana Association of Realtors. There were 28 million impressions.

Amy Howell provided an update on the Top 5 Video series that started February 15th and is still running. The series is first person stories of where people visit in their city/town/county and is powered by Indiana Association of Realtors. There have been 3.1 million impressions year to date.

Amy Howell explained the three media trips for this year. Media Trip June 3rd to 6th to Bloomington, Columbus & Brown County, the Midwest Travel Network – Makers Night in Shipshewana was June 13 and 14, and upcoming is a media trip to French Lick, Patoka Lake and Jasper in October.

VII. Tourism and Event Planning Updates

Noelle Szydlyk provided an update on the Ecommerce program and the online store. In quarter two, the gross sales were \$28,340 with net sales of \$14,296. IDDC had two new shirts, and a sticker design released in May and June.

Noelle Szydlyk reported on the special events and activations in quarter two. Midwest Travel Network Conference Maker's Night – June 2024; 2024 U.S. Olympic Trials Swimming – June 2024; and Governor Holcomb's Huddle at Hinkle – July 2024. A new large IN sign was delivered to Lincoln Amphitheater for design and permanent install and a large IN sign moved from Shipshewana to the Dunes State Park beach.

Noelle Szydlyk explained the upcoming special events for quarters three: Moto America Race at Mid-Ohio with Lamkin Racing – Lexington, Ohio/August 17-18; Korn Ferry Tour Championship – French Lick Resort/Sept 29-October 6; FFA National Conference Expo - Indianapolis/October 23-26; Hoosier Hospitality Awards – Indianapolis.

VIII. 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 summer quality-of-life co-op. Indiana Dunes, Huntington, and Wabash County are participating in the fall quality-of-life co-op.

Played Summer Quality of Life Co-Op Video.

David Buskill reported there has been \$180,000 digital and newsletter sales year to date.

IX. Grants and Strategic Initiatives

Kyle Johnson gave an update on the summer intern programs. IDDC enhanced the existing programming in South Bend with an East Race outing and the Techpoint Xtern program with a Pins visit/Bottleworks tour. Enrolled 140 interns for our newsletters at Fast Forward at Gainbridge. Inaugurated a Terre Haute Internship program and a Wabash County Fellowship Program.

Karen Momper gave an update on the Summer Explorers program. IDDC is collaborating with Lilly Scholars Network and selected five Explorers. There will be an awards ceremony at the LSN Summit, September 14th.

Karen Momper provided an update on the college life IN Indiana app. IDDC is collaborating with Butler. The development is complete, and data input has commenced with a targeted launch date of September 24th. A fall soft launch on Butler's campus will be orchestrated with the help of on campus advocates studying in the Lacy School of Business and metrics (app downloads, newsletter sign ups, app engagement) will determine if worthy of state-wide use.

X. Lincoln Amphitheatre Updates

Marc Steczyk provided an update on the Lincoln Amphitheatre season. All the shows have sold out but a few Sunday shows. The Sunday shows are new and upcoming artists.

Marc Steczyk reported that phase two has been complete. Over 300 hundred new parking spots were added and making a total of over 700 parking spots.

Marc Steczyk gave an update on phases three and four. Currently, the observation decks are under construction. The other construction, siding, roof, and seats will start after the season is over. The construction should be completed before the 2025 season.

Steve Ferguson asked if the observation decks will add any seating.

Marc Steczyk reported that the decks will add seats and after phases three and four are completed they will go from around 1400 seats to 2200 seats.

XI. Next Steps

Anne Valentine shared the remaining meeting dates.
Thursday, November 14

Meeting Adjourned with motion made by Allison Barber and seconded by Matt Eckert at 11:36 a.m.