Indiana Destination Development Corporation
Joint Board of Directors Meeting Minutes
August 12, 2026

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

IDDC Board members attending virtually: Josh Richardson, Lindsay Jagger, Katie Lucas, Jaime Bohler-Smith, Steve Ferguson, and Dana Huber

- **Absent Board Members:** William Knox and Allison Barber

IDD Foundation Board members attendance virtually: Mel Riegsecker, Denise Pence, and Mario Rodriguez

- **Absent Board Members:** Dana More, 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 – 10:03 a.m. ET
Chair Josh Richardson welcomed the board.

II. Approval of the February meeting minutes
Josh Richardson called for approval.
Dana Huber moved for approval.
Katie Lucas seconded the approval.
Motion passed and was approved by the board.

III. Approval of the May meeting minutes
Josh Richardson called for approval.
Dana Huber moved for approval.
Katie Lucas seconded the approval.
Motion passed and was approved by the board.

IV. Commerce Vertical Updates and IDDC Board Updates
Chair Richardson informed that board that Chuck Goodrich has been appointed the new Secretary for the commerce vertical and explained Secretary Goodrich's business plan for the vertical. Chair Richardson welcomed Lindsay Jagger as the new Indiana Economic Development Corporation representative to the IDDC Board.

V. CEO General Updates
Amy Howell reported that Grant Patterson has left the agency and the Webmaster position is open.

Amy Howell explained that the board needs to complete their State Ethics training by September 14, 2026.

Amy Howell congratulated Jaime Bohler-Smith – Certified Destination Management Executive (CDME) designation, Dana and Ted Huber – Indiana Small Businesspersons of the Year – U.S. Small Business Administration, Mario Rodriguez – Junior Achievement of Central Indiana Hall of Fame Laureates, IBJ Media Indiana 250: David Adams (Civic Leadership), Chuck Goodrich (Civic Leadership), Judith Thomas (Hospitality, Arts and Entertainment), Katie Lucas (Manufacturing, Logistics & Transportation), and Mario Rodriguez (Manufacturing, Logistics & Transportation).

VI. Lincoln Amphitheatre Updates

Marc Steczyk provided a 2026 season update. The Lincoln Amphitheatre is projecting to surpass 2025's attendance and revenue records in 2026. There have been challenges with weather, operational complexity and costs, market saturation.

Marc Steczyk explained the 2027 project: cover Starlight sections.

Director Huber asked how many seats there are and what the Amphitheatre does if there is rain.

Marc Steczyk reported there are 2,200 seats. For weather, the Amphitheatre has delayed opening the gates. They have not had to postpone a show yet due to weather.

Marc Steczyk reported the 2027 season is the Lincoln Amphitheatre's 40th anniversary. The season will have the return of Billy Edd Wheeler's Young Abe Lincoln show. The season tickets and sponsorship campaign materials are finalized, and a targeted postal mailing is being prepared for an end of September/first week of October drop.

VII. Communications/Marketing Updates

Lindsey Skeen reported that the spring campaign had 38 million impressions that led to 371 thousand clicks.

Lindsey Skeen provided an update on the summer campaign that ends August 30, 2026. A mid-campaign report shows that 37 million impressions have led to 272 thousand clicks.

Lindsey Skeen explained the fall campaign will run from August 31 to November 26, 2026.

Lindsey Skeen reported on the Markers Event in Shipshewana that IDDC partnered with the SATW Central Chapter and the Media Trip in the Indiana's Ohio River Towns.

Amy Howell thanked Director Huber for hosting part of the Media Trip in the Indiana Ohio River Towns.

Lindsey Skeen gave an update on earned media, social media, and website stats for 2026.

Lindsey Skeen provided an update on 2026 sales, a total of $717,064.

VIII. Tourism and Event Planning Updates

Noelle Szydlyk provided an update on the Ecommerce program and the online store. There was a quarter two gross profit of $1,519 (after costs/fees are paid to United States of Indiana). There will be new pieces added for fall/winter and a new holiday ornament.

Noelle Szydlyk reported on upcoming events: FFA National Convention and Expo, the Hoosier Hospitality Awards, Statehouse Holiday Market, and Media Marketplace 2027.

IX. Destination and Placemaking Grants

Sarah Agostino provided an update on the Destination Development Grants. Conner Prairie and Richmond Parks and Recreation will be completed by the September 17, 2026, deadline. The Academy of Model Aeronautics Foundation, the War Veterans Memorial Shrine of American History Inc, and Vigo County Parks and Recreation Department filed extensions.

Sarah Agostino reported that the completed Placemaking Grants are: Brown County Playhouse, Greensburg Main Street, Orange County Economic Development Partnership, Sculpture Trails Outdoor Museum, Spencer County Visitors Bureau, Inc, and Town of Lynnville. The Blue River Community Foundation grant has filed an extension and the City of Boonville de-obligated their grant.

X. Next Steps

Chair Richardson shared the 2026 meeting date.
Tuesday, November 10th

The meeting adjourned with a motion made by Dana Huber and Steve Fergurson at 10:44 a.m.