Indiana Destination Development Corporation
Joint Board of Directors Meeting Minutes
November 10, 2026

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

IDDC Board members attending in person: Secretary Goodrich (Chair) and Lindsay Jagger
IDDC Board members attending virtually: Katie Lucas, William Knox, Allison Barber, Steve Ferguson, and Dana Huber

- **Absent Board Members:** Jaime Bohler-Smith

IDD Foundation Board members attending in person: Mario Rodriguez
IDD Foundation Board members attendance virtually: Mel Riegsecker and Jeff McCabe

- **Absent Board Members:** Dana More, Denise Pence, and Judith Thomas

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

I. Call to Order – 10:01 a.m. ET
Secretary Goodrich welcomed the board.

II. Commerce Vertical Updates
Secretary Goodrich explained his business plan for the commerce vertical and provided updates about the Office of Commerce.

III. Approval of the August meeting minutes
Secretary Goodrich called for approval.
Lindsay Jagger moved for approval.
Dana Huber seconded the approval.
Motion passed and was approved by the board.

IV. CEO General Updates
Amy Howell reported that Brad Binder has started as the new Webmaster and that Brandon Caldwell is leaving the agency. The Social Media & Public Relations Officer position is open.

V. Tourism and Event Planning Updates
Noelle Szydlyk reported on quarter three events: Great Lakes USA (GLUSA) International Media & Sales Professionals visits, FFA National Convention and Expo, the Hoosier Hospitality Awards, Statehouse Holiday Market.

Director Ferguson asked who funds the bloggers' travel.

Amy Howell informed the board that the Indiana Destination Development Foundation (IDDF) board paid for small expenses and that partners picked up the rest. Indiana

Destination Development Corporation (IDDC) pays to be part of the GLUSA that puts on the trips.

Director Ferguson asked if any media came from the Ireland trip.

Amy Howell informed the board that a report was sent in the annual report and will be resent to the board.

Director Ferguson asked how much each Destination Marketing Organization's (DMO) budget is.

Amy Howell explained that we do not have access to that information. We can only look at the Indiana Department of Revenue data. However, that data is not complete because each county disperses differently.

Noelle Szydlyk reported on upcoming events: Media Mission in Chicago and Media Marketplace at Conner Prairie Museum.

Noelle Szydlyk provided an update on the Ecommerce program and the online store. There was a quarter three gross profit of $334.80 (after costs/fees are paid to United States of Indiana). The new holiday ornament will be on sale later in November. There will be Black Friday Sale November 27 to December 4.

VI. Communications/Marketing Updates

Lindsey Skeen reported on the summer campaign that had over 55 million impressions and led to 407 thousand clicks.

Lindsey Skeen provided an update on the mid-fall campaign that ends November 26, 2026. A mid-campaign report shows that 21 million impressions have led to 342 thousand clicks.

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

Lindsey Skeen explained that the holiday campaign will run November 27 to December 31st and the winter campaign will run January 1 to February 28, 2027. Each campaign has a budget of $55,000.

Director Rodriguez asked what does a budget of $55,000 buy.

Amy Howell reported that it buys Meta and some CTV.

Director Rodriguez asked how we measure success.

Amy Howell explained that Longwoods provides a report on ROI for the spring and summer campaigns.

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

Lindsey Skeen reported that the 2026 sales were a total of $726,364. The 2027 sales are currently at $562,392.

Director Ferguson asked how many emails are in the newsletter database.

Amy Howell reported that it is just under 170,000.

Director Barber asked what the goals are.

Amy Howell explained they are set based on person and job responsibilities.

VII. Lincoln Amphitheatre Updates

Marc Steczyk reported on the 2026 season update. The Lincoln Amphitheatre sold out seven of the ten Saturday night shows, sold tickets in at least 17 states and 158 Indiana municipalities. Revenue was 9% higher than the prior record year (2025).

Marc Steczyk explained the 2027 project is to cover Starlight sections.

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 2027 performance series will launch on Tuesday, February 2.

VIII. Next Steps

Amy Howell shared the 2027 meeting dates.
Wednesday, February 10th
Wednesday, May 12th
Wednesday, August 11th
Wednesday, November 10th

The meeting adjourned with a motion made by Steve Fergurson and Dana Huber at 10:36 a.m.