



**Indiana Destination Development Corporation
Board of Directors Meeting Minutes
November 10, 2022
Realtors Building**

Board Members in Attendance (in-person and virtual via Teams): Anne Valentine (Chief of Staff for Lt. Governor), William Knox, Selena Scardina (IEDC), Matt Eckert, Steve Ferguson, Allison Barber

Board Member Absent: Dana Huber

Staff and guests in attendance (in-person and virtual via Teams): Elaine Bedel, David Holt, Noelle Szydlyk, David Buskill, Mitchell Gauger, Amy Howell, Kyle Johnson, Korinne Peterson, Andrew Griffis, Marc Steczyk, Allison Vanatsky, and Jaime Bohler Smith (Executive Director/CEO · Visit Hendricks County)

Call to Order – 9:02 a.m. EDT

Anne Valentine welcomed the board and called to order the meeting at 9:02 a.m., with a request for approval of the August Board meeting minutes.

Approval of August board meeting minutes

Anne Valentine asked for any comment or response to the August meeting minutes that were provided in advance. Upon motion duly made and seconded, the Board unanimously approved the Minutes from the August 18, 2022, meeting.

**Indiana Anthem Video was presented*

Secretary CEO General Updates/Introductions

Elaine Bedel provided an update on staffing and organizational structure. Several positions have been posted, including a webmaster and executive assistant/field director position.

Reorganization of Three Target Markets

Kyle Johnson and Mitchell Gauger discussed their new roles as directors of strategic initiatives, with focus on three areas: graduate retention, talent recruitment, and visitor conversion.

Kyle and Mitchell then discussed several pilot projects, including a comprehensive suite of IN>Indiana Toolkits for colleges/universities, municipalities, and businesses. Additional tools include a cost-of-living calculator, the Indiana Destination Map and a “Move IN” website feature for different regions and cities around the State of Indiana. Kyle and Mitchell then presented two new videos that will be part of the State’s marketing campaign.

**College and Talent Videos were presented*

Legislative Budget Request for FY 24 and FY 25

Elaine Bedel and David Holt then presented a proposal for State funding to support the IDDC and its mission. David has been working with legislators and members of the Governor's staff to discuss potential funding opportunities. As part of the presentation to State legislators, the IDDC team is working to quantify the return on investment for dollars deployed into IDDC's program. Early calculations suggest that the return on investment for IDDC's spring and summer campaigns are very strong. The Board believes that focusing on the financial returns that flow back to the State (through increased tax revenue, etc.) as a result of IDDC's efforts will help secure legislative funding going forward.

Lincoln Amphitheatre Update

Marc Steczyk provided an update on the Lincoln Amphitheatre. Given the theatre's continued success and ability to attract high levels of patrons, a plan for a multi-phase renovation and expansion to increase seating capacity and improve the visitor experience has been proposed. The Department of Natural Resources is supportive of the project and has requested capital funding via its budget submission for FY24 & FY25. The Board relayed its appreciation to Marc for his efforts in leading the Lincoln Amphitheatre.

IN>Indiana Campaign update

Amy Howell reported that IDDC secured several awards at the Marcom award ceremonies. Additionally, the IN>Indiana campaign has received high levels of unique downloads and activations. Amy then recognized several board members who helped in making these campaigns so successful.

Marketing Campaigns and Results

Amy Howell spoke of the new video campaigns, "Home Again in Indiana" and "Top 5 of Indiana" and shared examples of the new video series. She also provided preliminary effectiveness statistics for the Spring/Summer campaign.

E-Commerce

Noelle Szydlyk spoke about the new E-Commerce program, identified the vendors, and advised the program will launch in January.

Upcoming Industry Awards

Elaine Bedel spoke about several industry awards ceremonies coming up, including the Hoosier Hospitality Awards, Visit Indiana Leadership Awards, and the Will Koch Tourism Leadership Award. The award ceremony is scheduled for December 8 at Newfields with the Lt. Governor presenting the awards.

Progress Updates

Additionally, the David Buskill provided an update on partnership development efforts around the State, which continue to go well. Finally, the Noelle is working on an initiative to up-date the resources at certain rest parks and welcome centers in conjunction with the local DMOs.

2023 Meeting Dates:

- Thursday, February 9, in Indianapolis area
- Thursday, May 11
- Thursday, August 10
- Thursday, November 9

Closing Comments and Adjournment:

The next board meeting is scheduled for February 9, 2023, in Indianapolis, with the time and location to be determined later.

There being no further business, Anne Valentine adjourned the meeting at 10:46 a.m.