

**Indiana Destination Development Corporation
Joint Board of Directors Meeting Minutes
November 5, 2025**

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

IDDC Board members attending virtually: Jon Sheedy, William Knox, Jaime Bohler-Smith, Steve Ferguson, Dana Huber, and Allison Barber

- **Absent Board Members:** Matt Eckert

IDDC Foundation Board members attendance virtually: Dana More, Denise Pence, and Bernice Helman

- **Absent Board Members:** Mel Riegsecker, Judith Thomas, Mario Rodriguez, and Jeff McCabe

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

I. Call to Order – 10:01 a.m. ET

Interim CEO Amy Howell welcomed the board.

II. Approval of the August meeting minutes

Amy Howell called for approval.

William Knox moved for approval.

Steve Ferguson seconded the approval.

Motion passed and was approved by the board.

III. CEO General Updates

Amy Howell explained that the Indiana Destination Development Corporation (IDDC) will stop using OnBoard at the end of 2025. There have been three changes to the board: Erin Sweitzer has resigned from both the State and the board; Jon Sheedy has been appointed as the Indiana Economic Development Corporation representative, replacing Ms. Sweitzer; and Matt Eckert has also stepped down from the board.

Amy Howell reported that IDDC has won a Gold Marcom Award for the 2025 Indiana Travel Guide.

Amy Howell congratulated Mel Riegsecker for the Lancaster, PA article and congratulated Matt Eckert for winning the CIEE BridgeUSA Leadership Award Leader.

IV. Lincoln Amphitheatre Updates

Marc Steczyk provided a 2025 year in review. The Lincoln Amphitheatre sold out six of their ten Saturday night shows with average attendance up 23% and revenue up 24% from 2024.

Marc Steczyk explained the 2025-2026 projects: cover Starlight sections, replace seating area ceiling fans, replace box office carpeting, and replace the amphitheater's entrance gate with a sliding security gate.

Marc Steczyk reported that the 2026 season will launch on Tuesday, February 3, 2026. There is a 98% renewal rate for 2026 season tickets.

V. Communications/Marketing Updates

Lindsey Skeen reported that the summer campaign had 929 million impressions that led to 9.2 million web sessions.

Lindsey Skeen provided an update on the fall campaign that ended November 2, 2025. A mid-campaign report shows that 48 million impressions have led to 1.2 million web sessions.

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

Lindsey Skeen reported that sales for 2026 have commenced, with total sales to date reaching \$492,017.

VI. Tourism and Event Planning Updates

Noelle Szydlyk provided an update on the Ecommerce program and the online store. There is a gross profit of \$3,514.56 (after costs/fees are paid to United States of Indiana). There will be two to four new pieces added for the holidays.

Noelle Szydlyk reported on fall events and activations: IDDC Media Mission, Brand USA FAM, American River Roots Festival, KornFerry Championship, FFA National Convention and Expo, and the Hoosier Hospitality Awards.

Noelle Szydlyk explained the Golf News Net and IDDC partnership.

Jaime Bohler-Smith asked how the governor's announcement of "Crossroads of America" as the branding for Indiana has impacted IDDC.

Amy Howell reported that IDDC has not received guidance on how or if IDDC is to implement any new branding initiatives.

VII. Next Steps

Amy Howell shared the tentative 2026 meeting dates.

Wednesday, February 11th

Wednesday, May 13th

Wednesday, August 12th

Tuesday, November 10th

The meeting adjourned with a motion made by Jon Sheedy and Dana Huber at 10:26 a.m.