

**Indiana Destination Development Corporation
Joint Board of Directors Meeting Minutes
November 9, 2023**

Location: Indiana Destination Development Corp Office, Realtor Building, Suite 700
Conference Room

IDDC Board members attending in person: Anne Valentine Chief of Staff for the Lieutenant Governor's office (representing Lt. Governor Suzanne Crouch); **Members in attendance (virtually):** Salena Scardina, Steve Ferguson, Dana Huber, Jamie Bohler-Smith, and William Knox

- **Absent Board Members:** Allison Barber, Matt Eckert

IDD Foundation Board members attending in person: Bernice Helman; **Members in attendance (virtually):** Dana More, Judith Thomas, and Jeff McCabe

- **Absent Board Members:** Mario Rodriguez and Shenita Bolton

Staff and guests in attendance: Elaine Bedel, David Holt, David Buskill, Amy Howell, Kyle Johnson, Karen Momper, Marc Steczyk, Drew Griffis, and Hailey Reynolds

I. Call to Order – 10:07 a.m. ET

Anne Valentine welcomed the board and provided brief opening remarks.

II. Approval of the August meeting minutes

Anne Valentine called for approval.

Steve Ferguson moved for approval.

Dana Huber seconded the approval.

Motion passed and was approved by the board.

III. Secretary/CEO General Updates

Elaine Bedel announced the arrival of Sarah Agostino's baby.

Elaine Bedel reported on the awards IDDC has received for the IN>Indiana campaign. Silver NATJA, Gold (Judge's Choice) Addys, Gold Addys, Platinum MarCom, Gold MarCom, Platinum Hermes, and Pinnacle PRSA Hoosier Chapter.

Elaine Bedel reported on the significant IN Indiana activations: Madison Water Tower, Buchanan Hauling & Rigging, Nolan Lamkin Racing, Huber Winery & Starlight Distillery, Ball State University, Indianapolis Colts, and Jeopardy – September 2023.

IV. Chief Operating Officer/Chief of Staff Updates

David Holt provided an update on the 2023 public outreach meetings: meet with 146 of the 150 State Legislators, 73 of 77 Destination Marketing Organizations, 48 Destinations, 32 Private Sector Companies, 10 Foundations, 23 Chambers/LEDO's, 23 Cities/Counties, 12 Universities, and 6 Trade Associations. As a result, IDDC 2024/2025 new funding is \$20 million/yr.

David Holt reported on the key performance metrics.

V. Indiana Economic Development Corporation

Salena Scardina announced the new Indiana Economic Development Corporation's brand.

VI. Analytics

Drew Griffis provided an explanation of the Partner Data Project and the potential tiered "Buy-In" packages.

VII. Communications/Marketing Updates

Amy Howell reported on the Hoosier Hospitality awards. The Will Koch Indiana Tourism Leadership Award went to Steve Bartels & Heather Setser, Patoka Lake Marina and Winery. The Visit Indiana Leadership Award went to Brenda Myers, Hamilton County Tourism.

Amy Howell provided an update on the IDDC online store. A new eclipse hooded full zip sweatshirt added in October.

Amy Howell reported on the big IN sign activations. The IN Indiana Neon sign was located at the National Conference of State Legislatures – August 15 and Huber's Orchard & Winery Fall Festival – September 15 – October 22. The big IN signs are one-year installations at Grand Park – Westfield, Davis Mercantile – Shipshewana, and French Lick Resort – French Lick.

Amy Howell gave an update on the 2023 spring/summer campaign and the 2023 fall campaign.

Amy Howell reported on Porktober. There were 72 locations and almost four million impressions.

Amy Howell advised that Media Marketplace will be on March 4, 2024, at Newfield's. Partners are currently signing up to participate.

Amy Howell reported on the Northeast Indiana Media trip was October 9-13. 12 media members attended from publications Reader's Digest, Chicago Tribune, AAA, CNN Travel & more.

Amy Howell reported on the upcoming projects: 2024 Advertising Sales Kit, Home Again IN Indiana, Top Five IN Indiana, Regional "Donut" Videos, and Partner page.

VIII. Grants and Strategic Initiatives

Kyle Johnson gave an update on the 2023 IN Indiana activation grants: 28 projects completed, 7 projects granted extensions, and 2 projects de-obligated.

Kyle Johnson explained the 2024 IDDC grant programs. There are two grant programs available for a total budget of \$450,000. The two grants are the Indiana Destination Development Grant - up to \$250,000 matching grant and the IN Indiana Placemaking Activation Grant - up to \$25,000 matching grant.

Kyle Johnson explained the Quality-of-Life Co-Op Campaign. Five municipalities, Hammond, Jeffersonville, Kokomo, Muncie & Noblesville, had a 1:1 match at \$50,000/each. The campaign runs from Labor Day to Thanksgiving and are all-digital with online video. The results to date are 46 million+ impressions, 950,000+ video views, and 120,000+ web sessions.

Kyle Johnson provided an update on the FFA National Convention. IDDC hosted a booth during the three-day expo and engaged with 2000+ attendees.

Karen Momper reported on the IUPUI College Life Passport Activation. IDDC worked with IUPUI to engage with students during 'Bridge Week', an orientation program for new students. Generated 866 sign-ups during the week, is a 41% overall increase in average daily check-ins since the activation (vs. the previous 6-month average). Also, actively working with Hanover, Taylor, Ball State and Butler.

Karen Momper explained the Butler University research projects. Butler students from an entrepreneurship class selected IDDC projects for their capstone final. One group will evaluate how to encourage more engagement with the IN>Indiana brand. The other group will gather market research and brainstorm how to communicate and engage with college students more efficiently.

IX. Partnership Development Updates

David Buskill reported on 2023 sales. The sales of November 1st, travel guide - \$265,805, digital - \$114,325, sponsorships - \$32,000 (another \$20,000 committed), CO-OP - \$250,000.

X. Lincoln Amphitheatre Updates

Marc Steczyk reported on the 2023 Lincoln Amphitheatre season. Net profit reached \$500,000, and 9 out of 10 Saturday evening events sold out.

Marc Steczyk gave an update on the offseason projects: security fencing (phase 1), concessions building improvements, cast house/green room area improvements, and continuing upgrade of production equipment and infrastructure.

XI. Next Steps

Anne Valentine shared the upcoming meeting dates.

Meeting Adjourned by Anne Valentine at 11:15 a.m.