

Indiana Destination Development Corporation
Joint Board of Directors Meeting Minutes
February 11, 2026

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

IDDC Board members attending virtually: Jaime Bohler-Smith and Steve Ferguson

- **Absent Board Members:** Jon Sheedy, William Knox, Dana Huber, and Allison Barber

IDD Foundation Board members attendance in-person: Judith Thomas

IDD Foundation Board members attendance virtually: Dana More, Mel Riegsecker, Jeff McCabe, and Denise Pence

- **Absent Board Members:** Bernice Helman and Mario Rodriguez

Staff and guests in attendance: Josh Richardson, Amy Howell, Noelle Szydlyk, Sarah Agostino, Lindsey Skeen, Kori Peterson, and Grant Patterson

I. Call to Order – 10:02 a.m. ET

Interim CEO Amy Howell made note that quorum has not been met for meeting.

Amy Howell welcomed the board and introduced Josh Richardson as the new chair of the board.

II. IDDC Board Chair Updates

Josh Richardson gave brief remarks.

III. CEO General Updates

Amy Howell reported on the 2024 Economic Impact. The report shows that visitors are back over pre-pandemic numbers.

Amy Howell provided an update on the 2024 return on investment (ROI). For every \$1 spent, the ROI to the state was \$3.57.

Amy Howell congratulated Dana More on being named one of IBJ's 23 leaders CEO of the Year and C-Suite Awards.

IV. Lincoln Amphitheatre Updates

Amy Howell reported that the 2026 season launched on Tuesday, February 3, 2026. Within the first 24 hours, 10,000 tickets were sold, four events sold out, and \$260,000 in net sales. Amy Howell informed the board that if they would like two tickets to any event to contact Marc Steczyk.

V. Communications/Marketing Updates

Lindsey Skeen reported that the fall campaign had 116.1 million impressions that led to 1.2 million web sessions.

Lindsey Skeen gave an update on the holiday campaign. The holiday campaign had 19.2 million impressions that led to 323,839 web sessions.

Lindsey Skeen provided an update on the mid-winter campaign that runs January 1 to February 28, 2026. The mid-winter campaign has 22,657,258 impressions that has led to 526,434 web sessions.

Lindsey Skeen gave an update on earned media, social media, and newsletter stats for 2026 compared to 2025.

Chair Richardson asked why the earned media numbers are higher than 2025.

Amy Howell reported it could be due to targeting marketing.

Chair Richardson impressed that IDDC is doing more with less.

Judith Thomas asked when the IN>Indiana brand started and if that has led to the success IDDC is seeing.

Amy Howell informed Judith that the brand rolled out four years ago and brand recognition has played a role in success.

Jaime Bohler-Smith said that Visit Hendricks County is seeing similar increase in numbers. Jaime said increase in numbers also is due to leadership and staffing of IDDC.

Lindsey Skeen reported on the 2026 sales with total sales to date reaching \$660,914.

VI. Tourism and Event Planning Updates

Noelle Szydlyk reported on the upcoming events: INRLA Statehouse Day, IDDC Media Marketplace, Indiana Tourism Association Conference, and Society of American Travel Writers Conference – Maker’s Night Dinner.

Noelle Szydlyk provided an update on the Ecommerce program and the online store. There was a net profit of \$1,492.47 in 2025. A new sweatshirt was added to the inventory in January and new T-shirts designs will be released between March and May.

Noelle Szydlyk gave a report on the distribution of the 2026 Travel Guides. Debuting this year there will be two covers. Travel guides will be shipped starting in March and over 231,000 will be shipped directly.

VII. Next Steps

Josh Richardson shared the 2026 meeting dates.

Wednesday, May 13th

Wednesday, August 12th

Tuesday, November 10th