

**Indiana Destination Development Corporation
Joint Board of Directors Meeting Minutes
5.13.26**

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

IDDC Board members attend virtually: Dana Huber, Dana Moore, Jaime Bohler-Smith, Stephen Ferguson,

IDDC Board members in person-William Knox, Katie Lucas, Josh Richardson (Chair)

- **Absent Board Members:** Allison Baber

IDDC Foundation Board members attendance virtually: Mel Riegsecker, Mario Rodriguez, Dana Moore, Denise Pence, Elizabeth McAleese (Attorney)

- **Absent Board Members:** Judith Thomas, Jeff McCabe

Staff and guests in attendance: Amy Howell, Marc Steczyk, Noelle Szydlyk, Kori Peterson, Grant Patterson, and Lindsey Skeen, Nate Riggs

I. Call to Order – 10:07 a.m. ET

Josh Richardson welcomed the board.

II. Approval of the November 2025 and February 2026 meeting minutes

Amy Howell called for approval.

Mario Rodriguez and Dana Huber.

Motion passed and was approved by the board.

III. CEO General Updates

Amy announced Katie Lucas as a new board member. Katie gave her background and thanked Amy.

Marketing changes: budget cut for the biennium, agency of record-WeCreate, is no longer with us, and utilizing the state's QPA. Budget is 3 million per fiscal year with \$500,000 going to DNR.

RFP went out for the travel guide. Indy Monthly has been selected, and the contract is getting finalized.

Amy gave a shout out to Jeff McCabe from Hard Truth for receiving the best distillery tour from *Travel and Leisure*.

IV. Lincoln Amphitheatre Updates

Marc Steczyk provided an update to the Lincoln Amp. Launched Feb 3rd, 14,000 single tickets sold so far, \$325,000 in revenue. 7 out of 10 major shows are sold out with the new seating capacity. Improvements this year will be for infrastructure, entrance gate, electrical upgrades, carpeting in the box office. Soft opening was April 18th. Opening weekend is May 15-17, 2026. 2027 marks the 40th year of operations.

V. Communications/Marketing Updates

Lindsey Skeen gave marketing update to include Winter campaign starting Jan 2-Feb 28th.

Spring Campaign was 3/1-4/30. Waiting on results.
Summer Campaign launched on 5/1-8/30.
Lindsey reported on earned media, social and paid media.
Sales-Travel Guide-\$496,014, newsletter \$56,700, digital \$108,350, media \$36,500,
totaling \$697,564.

VI. Tourism and Event Planning Updates

Noelle Szydlyk provided an update on Sports tourism and event schedule.

We had 3 events this spring:

Media Marketplace-Dallara experience hub, great partner participation and media attendees.

ITA conference-tourism conference, sponsorship- staff attending conference, educational, booth set up, Amy and Governor spoke at conference lunch.

SATW-Shipshewana was postponed from 2025 to 2026. 12 partners participated in a makers night dinner at an Amish home,

Future events: FFA expo and Hoosier Hospitality Awards will be Oct. 27 at the statehouse atrium.

VII. Next Steps

Josh Richardson shared the remaining 2026 meeting dates.

Wednesday, August 12th

Tuesday, November 10th

The meeting adjourned with a motion made by Dana Moore and Mario Rodriguez at 10:42.