

**Indiana Destination Development Corporation
Joint Board of Directors Meeting Minutes
May 14, 2025**

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

IDDC Board members attending in person: Allison Barber and Steve Ferguson; **Members in attendance (virtually):** William Knox

- **Absent Board Members:** Jaime Bohler-Smith, Dana Huber, and Matt Eckert

IDDC Foundation Board members attending in person: Bernice Helman, Judith Thomas;
Members in attendance (virtually): Dana More, Mel Riegsecker, Jeff McCabe, Denise Pence, and Mario Rodriguez

Staff and guests in attendance: Amy Howell, David Buskill, Karen Momper, Marc Steczyk, Drew Griffis, Sarah Agostino, Linsey Skeen, and Jarred Meeks (State Affairs Newspaper)

- I. **Call to Order – 10:05 a.m. ET**
Amy Howell welcomed the board and provided brief opening remarks.
- II. **Approval of the February and March meeting minutes**
Amy Howell called for approval.
Steve Ferguson moved for approval.
Allison Barber seconded the approval.
The motion passed and was approved by the board.
- III. **CEO General Updates**
Amy Howell provided an update on the budget for the FY 25-26, the Aer Lingus flight, and IDDC state changes.

Allison Barber asked if IDDC was still in a hiring freeze and if there are planning sessions scheduled.

Amy Howell responded that IDDC is not in a hiring freeze and is working out the logistics with Secretary Adams' Office.
- IV. **Tourism and Event Planning Updates**
Amy Howell provided an update on the e-commerce program and the online store.

Amy Howell gave an update on the partnership with Golf News.

Amy Howell provided an update on Media Marketplace and the WNBA All-Star game.
- V. **Lincoln Amphitheatre Updates**
Marc Steczyk provided an update on the Lincoln Amphitheatre 2025 season and the expansion project. Lincoln Amphitheatre has sold out five out of the ten Saturday night

shows. The expansion project is mostly complete, and the ribbon cutting celebration is Friday, May 16, 2025.

VI. Analytics

Drew Griffis provided the 2023 economic impact. IDDC provides the report for free to all 92 counties.

Drew Griffis explained the net migration for 2023 and how the data can be broken down.

Steve Ferguson asked what the net migration was for 2023.

Drew Griffis said the net migration was 60,000.

Drew Griffis provided an update on the record innkeepers' tax collection and how it increased by 11.8% from 2023.

Board members asked if they could have the slides.

Amy Howell said she would send them, and they are available to the public.

VII. Communications/Marketing Updates

Lindsey Skeen provided an update on the Spring campaign: a budget of \$2,340,000, 113 million impressions, and 1.83 million web sessions to date.

Lindsey Skeen provided an update on the co-op partners for 2025, with total funding amounting to \$425,000.

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

VIII. Strategic Initiatives

Karen Momper provided an update on the summer intern programs: TechPoint, Fort. Wayne, South Bend regional partnership, Terre Haute, Greater Lafayette summer, and Lilly Scholars Network.

IX. Partnership Development Updates

David Buskill gave an update on the quality of life co-ops and the Northeast Indiana partnership.

X. Grants

Sarah Agostino provided a list of the grantees of the Destination Development and Placemaking grants.

XI. Next Steps

Amy Howell shared the remaining meeting dates.

The meeting adjourned with a motion made by Steve Ferguson and Allison Barber at 11:12 a.m.