

**Indiana Destination Development Corporation
Joint Board of Directors Meeting Minutes
August 10, 2023**

Location: Gainbridge Fieldhouse at 125 S Pennsylvania St, Indianapolis, IN 46204

IDDC Board members attending in person: Anne Valentine, Allison Barber, Matt Eckert, and Jamie Bohler-Smith; **Members in attendance (virtually):** Steve Ferguson, Dana Huber, Salena Scardina, and William Knox

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

- **Absent Board Members:** Jeff McCabe and Shenita Bolton

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

I. Call to Order – 3:00 p.m. ET

Anne Valentine welcomed the board and provided brief opening remarks.

II. Approval of the November meeting minutes

Anne Valentine called for approval.

Allison Barber moved for approval.

Matt Eckert seconded the approval.

Motion passed and was approved by the board.

III. Secretary/CEO General Updates

Elaine Bedel announced new hires and thanked the summer interns.

- Hailey Reynolds - Digital Marketing Strategist
- Tisha Owens and Marly Watson – summer interns

Elaine Bedel congratulated Hailey on Indiana Destination Development Corporation's, IDDC, Instagram having 100,000 followers.

Elaine Bedel introduced the Indiana Destination Development Foundation (IDD Foundation) attorney from Ice Miller, Gina Giacone.

Elaine Bedel congratulated Jamie Bohler-Smith on being appointed to the Indiana IDDC Board. Elaine also congratulated Dr. Allison Barber and Steve Ferguson on their reappointments.

Elaine Bedel congratulated board members on being selected for IBJ Media Indiana 250: Jeff McCabe, Mario Rodriguez, and Steve Ferguson.

Elaine Bedel reported on the Key Performance Indicators for Indiana travel. IDDC's goal is to be in the top 30 for visitor sentiment. Allison Barber asked what the miles travel required to count as a "visit". Elaine Bedel said it is over 50 miles which means some

“visitors” could be in the state. Mario Rodrigues said June air travel is above from June 2019. Mario said he will give updated information to IDDC.

Elaine Bedel explained the FY '24 - '25 Strategic Plan and encouraged board members to review the full plan.

Elaine Bedel reported IN>Indiana is a finalist for an ESTO Award.

Elaine Bedel provided an update on the new road signs. Elaine showed an article by Joshua Claybourn from Evansville complimenting the new IN>Indiana welcome signs.

Allison Barber asked how much money IDDC will receive each year. Elaine Bedel reported the legislature increased IDDC’s budget from \$4.7 million to \$20 million for 2024 and \$20 million for 2025.

IV. Chief Operating Officer/Chief of Staff Updates

David Holt reported on the agency’s outreach and what key areas IDDC is targeting. Allison Barber asked what does success look like for outreach. Elaine Bedel explained it is more activations and more social media followers and interactions.

V. Communications/Marketing Updates

Amy Howell reported an update on the spring and summer campaign. Amy reported that Chicago’s WGN picked up a 15 second end tag of the commercials and that has made our numbers go up.

Allison Barber asked how is IDDC trending compared to last year. Amy Howell reported the spring and summer campaign is doing better than last year.

Played two of the spring and summer campaign ads.

Amy Howell provided an update on the Fall Campaign. The Fall Campaign starts after Labor Day and is a 175-mile radius around Indiana’s borders. The partners for the campaign are South Shore CVA; Steuben County; Johnson County; Richmond; French Lick; Madison County/Anderson.

Amy Howell reported on the Home Again Campaign. The campaign started in April and has almost 4 million impressions.

Allison Barber asked if Home Again replaces Hoosier by choice. Amy Howell explained that they complement each other but, IDDC is promoting Home Again currently.

Allison Barber asked if we are collecting more videos. Amy Howell answered that IDDC is, but it is case by case. Amy Howell explained that Nate Riggs is working on eleven donut videos in addition to the Hoosier by Choice and Home Again videos.

VI. Tourism and Event Planning Updates

Noelle Szydlyk reported on IN Indiana Day at the State Fair. Debuted new activation signs. The basketball sign will go to Grand Park for the next year and Shipshewana will have a similar sign.

Judith Thomas asked if a sign could go to the Statehouse. Noelle informed Judith that IDDC has not asked but there are rules on what can and cannot go in the Statehouse.

Noelle Szydlyk provided an update on the Basketball Experience microsite. The microsite launched on August 6, 2023, and was promoted at the State Fair. Elaine Bedel noted the microsite is very good and includes a video provided by the Indiana Historical Society.

Noelle Szydlyk gave an update on the Military Monuments & Museums microsite. The site launched July 3rd, 2023. IDDC will continue to add to locations and information to the microsite. Noelle Szydlyk thanked Dana More and family for the sponsorship.

Noelle Szydlyk reported on the IDDC store. At the State Fair, IDDC passed out discount coupons to be used at the vendor, United State of Indiana, for IDDC apparel included in their store. The newest design is a shirt for the Eclipse.

VII. Grants and Strategic Initiatives

Kyle Johnson provided an update on the public art and placemaking grants. All projects are in good standing and proceeding with several projects already completed. The deadline for completion is October 31st, 2023.

Kyle Johnson reported on the Fort Wayne Internship Pilot program. This pilot program was a success and will have full report by next board meeting, November 9th, 2023. IDDC has six more communities that would like to do a similar program. Kyle explained that currently the funds are coming from the IDD Foundation and in 2024 the funds will come from the IDDC state funds.

Bernice Helman asked what IDDC's role was in the program. Kyle Johnson explained that IDDC was an advisor and paid for the program.

Kyle Johnson gave an update on the Photo Booth Pilot project. Three photo booths have been purchased and are operational. Three additional photo booths will be purchased. There has been 3000+ uses to date.

Karen Momper reported on the Quality-of-Life Co-Op Campaign. The campaign will launch September 3rd, 2023, and run through the 2023 holidays. The five partners are Hammond, Jeffersonville, Kokomo, Muncie, and Noblesville.

Karen Momper provided an update on the College Life IN Indiana Passport. Outreach to students to sign-up for passport status at Ball State University and will go to IUPUI, Butler University, and Hanover College.

Karen Momper explained the strategic initiatives information card. Karen will send the information card to both the IDDC and IDD Foundation boards.

VIII. Partnership Development Updates

David Buskill gave an update on sponsorships. Luke Brands sponsored the Military Monuments and Museums microsite. The Art & Culture Passport is sponsored by Minnetrista. IDDC has sponsors lined up for the Basketball Experience and Motorsports Circuit but the paperwork has not been complete.

David Buskill reported on 2023 digital sales. Currently, \$114,00 in digital sales.

IX. Lincoln Amphitheatre Updates

Marc Steczyk provided an update on the 2023 season. The 2023 season has had the best numbers since 2019.

Marc Steczyk reported the expansion project. The new entrance is substantially completed. Received \$4.6 million from the legislature for the proposed expansion plan for 2024-2025. A fifth phase was added by DNR that will move the front gate and add additional lanes for traffic entering Lincoln State Park.

X. Next Steps

Anne Valentine shared the 2024 meeting dates.

Thursday, February 8

Thursday, May 9

Thursday, August 8

Thursday, November 14

Anne Valentine shared the remaining 2023 meeting date.

Thursday, November 9

Meeting Adjourned by Anne Valentine at 4:40 p.m.