



**Indiana Destination Development Corporation
Board of Directors Meeting Minutes
August 18, 2022
Indiana Association of Realtors Board Room**

Board Members in Attendance (in person): Lieutenant Governor Suzanne Crouch, William Knox, Selena Scardina (IEDC), Dana Huber, Matt Eckert, Steve Ferguson, Allison Barber.

Staff and guests in attendance: Elaine Bedel, David Holt, Noelle Szydlyk, David Buskill, Mitchell Gauger, Amy Howell, Kyle Johnson, Korinne Peterson, Allison Vanatsky, Andrew Griffis, Marc Steczyk, Mary Clare Wall, Aissatou Balde, Melanie Atwood, and Nate Riggs

Call to Order – 10:35 a.m. EDT

The Lieutenant Governor welcomed the board and called to order the meeting at 10:35 a.m., with a request for approval of the May Board meeting minutes.

Approval of May board meeting minutes

The Lieutenant Governor asked for any comment or response to the May meeting minutes that were provided in advance. No comments were given. Lieutenant Governor Crouch asked for a motion to approve. Allison Barber moved to approve the minutes as submitted. Dana Huber seconded the motion. The minutes were voted on and approved.

Secretary CEO General Updates/Introductions

Elaine Bedel introduced new board member representing the Indiana Economic Development Corporation (IEDC), Salena Scardina. Scardina outlined her current role with IEDC, her interest in working with IDDC and provided her background in business and family.

Elaine Bedel asked the rest of the board members to introduce themselves as well as the IDDC staff people that were included in the meeting.

Elaine Bedel introduced new IDDC staff member Nate Riggs, Visual Content Creator and Graphic Artist. Riggs provided his background and previous employment as well as a few of the projects he is currently working on.

Elaine Bedel discussed Indiana's New Message Rollout and Future Activations, then introduced guest speakers Wade Breitzke and Hannah Kaul from IDDC marketing agency of record, WeCreate Media. Wade and Hannah provided an update on the new messaging rollout and future activations that are coming.

Hannah Kaul shared that she would be reviewing some of the tools that have been created for the tourism and more generally, the statewide business community to use. She outlined the tools that have been created to make the messaging easy to implement.

Board Discussion

Elaine Bedel encouraged the board members to provide feedback and impressions on the programs and implementation or ask questions.

The LG felt the metrics are very important as to the impact of the campaign. Elaine Bedel shared that those metrics would be available in December 2022.

Allison Barber asked, "what is the hashtag"? Amy Howell provided #INIndiana and asked that all board members tag IDDC when they utilize the messaging.

Selena Scardina asked if we could get access to INIndiana.com. Amy shared that it was owned by someone and that IDDC is in the process of tracking it down. Scardina also suggested adding a .com to each of the murals if possible. Kyle Johnson responded that some of the mural owners/creators wouldn't allow for the marketing tag like .com.

Allison Barber asked if there had been any direct outreach to professional sports teams. David Holt responded that they had met with the Colts and they were waiting until after training camp. They are in process with the Indianapolis Indians and that he was following up with the Indy Eleven. IMS is currently using the messaging in some way.

William Knox shared the plans for Grand Park with use of QR codes and mural backdrops on the side of dugouts and concession stands to serve as photo backdrops.

Dana Huber asked if we were engaging with Indiana Grown and ISDA. It was shared that IDDC had just attended the Indiana State Fair to share the messaging with the public. Dana also shared that there are likely many trade associations to get involved.

Elaine Bedel asked the board to identify any barriers or negative comments that they may have heard about the new campaign. There was no response. Elaine thanked the staff and WeCreate for their hard work.

IDDC Budget

Elaine Bedel reviewed the FY24/25 budget request that IDDC would be putting forward with the Governor's office and the legislature for the budget session in January. The value would be at the \$40 million dollar per year level. Bedel reviewed the importance of telling Indiana's story, increasing activations across the state, and showing results. The Lieutenant Governor shared that she would be taking a number to the governor's office that they are supportive of since they must approve it.

Elaine Bedel transitioned to David Holt to review efforts in meeting with legislators. David reviewed the analytics that are being shared to show how our budget compares to other states in the region. He outlined how visitor spending can affect the overall state GDP. David Holt reviewed the legislators that he has currently met with, and that the responses have been positive.

Dana Huber asked if IDDC could provide talking points to the board that they can use when talking to legislators and others in their communities.

Selena Scardina asked what we are doing to market tourism in our own state. Amy Howell outlined the passport programs in place and that they are directed at Indiana residents. She shared the new college