

**Indiana Destination Development Corporation
Board of Directors Meeting Minutes
February 17, 2022**

Members in Attendance (virtually): Allison Barber, Matt Eckert, Laurel Judkins (IEDC), Dana Huber, William Knox, Steve Ferguson, and Lieutenant Governor Suzanne Crouch

All Board members present

Staff and guests in attendance: Elaine Bedel, David Holt, Noelle Szydlyk, David Buskill, Mitchell Gauger, Amy Howell, Nancy Jacobson, Kyle Johnson, Korinne Peterson, Shawn Pierce, and Allison Vanatsky, and Katherine Wolgemuth (MakeMyMove staff).

I. Call to Order – 9:00 a.m. EDT

Lt. Governor Suzanne Crouch welcomed the board and provided brief opening remarks.

II. Approval of the November meeting minutes

Laurel Judkins requested a correction to the minutes.

Lt. Governor Suzanne Crouch called for approval with correction.

Allison Barber moved for approval.

Matt Eckert seconded the approval.

Motion passed and was approved by the board.

III. Guest Speaker

Elaine Bedel introduced Mike Rutz as our guest speaker.

Mike Rutz, CEO and co-founder of MakeMyMove, the nation's first and only marketplace that matches workers and their families to communities across the country offering relocation incentives. Mike provided an overview of new strategies for economic development, given that the State has more jobs than available workers. Many markets are embracing remote workers and creating incentive packages to bring remote workers to middle markets across the country (i.e., Topeka KS, Oklahoma City, OK, etc.). Mr. Rutz presented research on this trend and the economic impact it has on communities that provide these incentives. The economic impact is very positive, as it creates a considerable uptick in the tax base, retail sales, etc. He provided a summary of case studies of cities and towns in Indiana that have had success in developing creative marketing strategies to “capture the magic” of communities and attract remote workers.

Key Take-aways

- As the labor market continues to tighten, communities must compete to attract people as much as they compete to attract employers.
- Statistics indicate over 500,000 remote workers are moving to a new city or state every year, which has created an open market for remote workers
- Thirty million workers, now permanently remote, have become geographical free agents.
- SB 361 Establishes a statewide remote worker recruiting program
- SB 4: Allows a local unit to use excess TIF dollars to establish workforce recruiting and retention programs, including remote workers.

IV. Secretary/CEO General Updates

Elaine Bedel announced New Hires

- Vice President, Partnership Development David Buskill
- Director, Graduate Retention Mitchell Gauger
- Executive Assistant/Field Representative Nancy Jacobson
- Mary Clare Wall Community Engagement Officer
- Social Media and Public Relations Officer Allison Vanatsky
- Digital Content Strategist Aicha Balde
- Community Engagement Officer Kori Peterson
- Total Personnel: 14

Elaine Bedel advised IDDC is currently Interviewing for Director of Talent Attraction, and that the Director of Policy Analytics has been hired and will start end of March, 2022.

Elaine Bedel advised that IDDC made our application for the (EDA) Economic Development Administration Grant and are now waiting for final approval.

Elaine Bedel introduced, Director of Graduate Retention, Mitchell Gauger, who shared the goal of his position, which is encouraging Indiana students to stay right here in Indiana after graduation.

Elaine Bedel introduced Director of Visitor Conversion, Kyle Johnson, who shared his current projects and venues across the state that cater to large out of state audiences, including youth sport facilities, and a photo booth concept.

V. Chief Operating Officer/Chief of Staff Updates

David Holt reported on the following:

Office Lease and Buildout. Expected move in date is the first of April

Asset Map Status. This online tool is anticipated in March 2022

Sports Tourism – Motorsports and Basketball

David Holt noted that the team is working on concepts to highlight Indiana's two best known attractions – basketball and motorsports. The first project is a basketball trail that will highlight iconic basketball sites across the state. IDDC has identified 44 sites and is working with these entities to identify ways to create memorable experiences at each location to help drive visitor traffic. The second project is a "Motorsports Circuit" concept that will be a tourism trail with a list of several sites related to racing. The team hopes to have both projects completed by the end of 2022.

VI. Communications/Marketing Updates

Amy Howell reported that IAR (Indiana Association of Realtors) underwrote Hoosiers by choice and are producing a new video series for this coming year.

Amy Howell provided updates on several key communications and marketing initiatives. Hoosiers By Choice and the nature passport both continue to be great successes that are garnering significant engagement. Both projects are being strengthened going forward to generate more impact.

In May, IDDC is launching an arts passport (theatres, art, music venues, etc.) and is working with the Arts Commission to develop this project. This will create opportunities to highlight the State's prolific fine arts scene.

The 2022 Travel Guide is at the printers and the team expects to distribute these beginning mid-March. Finally, IDDC is sponsoring the Midwest Travel Journalists Association Dinner in May.

VII. Policies for Approval

Elaine Bedel presented PERF proposal. LG Crouch motioned for approval. Matt Eckert made a motion, Steve Ferguson seconded. Motion approved.

Elaine Bedel presented the IDDC Bylaws of the Corporation, which will be filed with the Secretary of State. Dana Huber made a motion, Steve Ferguson seconded. Motion approved.

VIII. Board Discussion

Elaine Bedel inquired about Future Meeting Speakers, of which Matt Eckert, Steve Ferguson, and Dana Huber agreed today's speaker was "content rich and informative".

Next Meeting was announced for May 5th, 2022, 9:00 a.m.

Meeting Adjourned by the Lieutenant Governor at 10:32 a.m.