

**Indiana Destination Development Corporation  
Board of Directors Meeting Minutes  
May 5, 2022**

**Members in Attendance (virtually):** Allison Barber, Matt Eckert, Laurel Judkins (IEDC), Dana Huber, William Knox, Steve Ferguson, and Anne Valentine, Chief of Staff for the Lieutenant Governor's office (representing Lt. Governor Suzanne Crouch)

**Members Absent:** Lt. Governor Suzanne Crouch

**Staff and guests in attendance:** Elaine Bedel, David Holt, Noelle Szydlyk, David Buskill, Mitchell Gauger, Amy Howell, Nancy Jacobson, Kyle Johnson, Korinne Peterson, Allison Vanatsky, David Buskill, Andrew Griffis, Mary Clare Wall, Aissa Balde, Melanie Atwood, and George Zimmermann

**I. Call to Order – 9:00 a.m. EDT**

Elaine Bedel welcomed the board, provided brief opening remarks, and handed the meeting over to Anne Valentine. The Lieutenant Governor's new Chief of Staff, Anne Valentine introduced herself, and chaired the meeting in the Lt. Governor's absence. Anne opened the meeting with a request for approval of the February Board meeting minutes.

**II. Approval of the February meeting minutes**

Dana Huber moved for approval of the February Board minutes, followed by Steve Ferguson seconding the approval. Motion passed and February's Board meeting minutes were approved by the board.

**III. Guest Speaker**

Elaine Bedel introduced our guest speaker, George Zimmermann, Chair of Longwoods International, USA, a tourism market research firm. George Zimmermann began by sharing details of a national study, conducted by Longwoods International, surveying the sentiments of over one thousand, pre-identified travelers with travel plans over the last two years. George Zimmermann summarized the results of the studies, discussing the positive impacts of Tourism with the Board, elaborating that there is general public support for dollars spent on tourism, but also negative public perceptions of tourism and its impact on individuals and communities.

**IV. Secretary/CEO General Updates**

Elaine Bedel announced IDDC's hiring of Drew Griffis, Director of Policy and Analytics, and Melanie Atwood, Director of Talent Attraction, starting in the role May 16. Elaine Bedel also advised that IDDC is currently interviewing for a Designer & Digital Content Creator. The IDDC headcount is now at 15 employees.

Elaine Bedel advised that IDDC received final Federal Grant Approval from the Economic Development Administration (EDA) on the Grant Administration plan as of April 12<sup>th</sup>. IDDC is waiting on accounts to be set up through our state budget agency. The grant totaled \$5.58 million to help promote tourism, travel, and outdoor recreation.

Elaine Bedel advised that our creative agency, WeCreate, is on target for a full roll-out of Indiana's new messaging on June 8<sup>th</sup> and added that the IDDC Board members will be receiving invitations in the upcoming week to attend the roll-out.

Elaine Bedel added that the new IDDC website will replace the current, "Visit Indiana" website, and will include all the other quality of life aspects.

Elaine Bedel reported that directors of policy and analytics, talent attraction, visitor conversion, graduate retention, and partnership development are actively developing their individual strategic plans. A overall strategic plan update will be provided at the next IDDC Board meeting.

## **V. COO**

David Holt reported that IDDC employees will work out of the new Indianapolis office space located on the 7<sup>th</sup> floor of the Realtors Building mid-June-early July, as the build out is currently underway.

David Holt reported that IDDC is currently working on passport programs for a Motorsports Circuit and a Basketball Experience. Regarding Motorsports Circuit, IDDC formed a curator committee of key people from across the state, including sports reporters, Doug Boles of the Indianapolis Motor Speedway, and the executive director of the Anderson Speedway. The committee identified 52 sites to highlight, along with 33 events to market in the future. Targeting 2023 for completion of this project.

David Holt advised the Basketball Trail will highlight 62 iconic basketball sites across the state. A curator committee was created and is working with these entities to identify ways to create memorable experiences at each location to help drive visitor traffic. The team will convert this project to a passport and is expected to have the project completed by the end of 2023.

## **VI. Communications/Marketing Initiatives & Metrics Updates (updated 5/4/2022)**

Amy Howell reported that Hoosiers by Choice Campaign, which launched in January of 2021 has had 2,544,277 impressions and 601,280 video views on this campaign and is still going strong.

Amy Howell provided updates on Indiana State Nature Passport, which was relaunched with new prizes, and has had over 18,000 sign-ups since the launch in February 2021.

Amy Howell reported that the Indiana State Culinary Trails Passport, launched July 27, 2021 and has over 7,000 sign-ups, to date.

Amy Howell reported the marketing team will launch its new State Arts & Culture Passport by the end of May 2022, which will highlight 200 locations, with all 92 Indiana counties represented.

The Midwest Travel Journalist Assoc. (MTJA) Conference was held earlier this week in Ft. Wayne. IDDC sponsored dinner for the travel writers.

Amy Howell reported that we received our Rockport Analytics, 2020 Economic Impact Report, and received our visitor profile. You can find that information here:

**VII. Partnership Development Update**

David Buskill reported IDDC's advertisement sales in the Travel Guide and digital platforms total \$350,000.

**VIII. Graduate Retention**

Mitchell Gaugher reported meeting with 30 Indiana universities, with plans to meet 10-15 more universities before the end of May, to discuss the Student Passport Rollout.

Mitchell Gaugher reported details of the final product which will incorporate new State messaging, along with a dashboard on college student retention that will aid in creating policy decisions in the future.

**IX. Visitor Conversion**

Kyle Johnson reported efforts with CVB's, targeting a digital photo booth program that creates an augmented reality experience for Hoosiers. Kyle advised once the concept has been proven, there will be a roll-out into Indiana destinations, where the booth collects data, to allow expansion of the concept.

Kyle Johnson, reported the Public Art Activation Grant, featuring the new Indiana messaging campaign, provides up to \$5,000 towards the creation of murals, and other public art projects. IDDC committed to funding \$150,000 worth of these grants and received 62 applicants from across the state.

**X. Policy and Analytics**

Andrew Griffis provided an example of Indiana's Budget, comparing our budgets to other states, relating to tourism. Andrew articulated his priorities to building out his research portal that can be used as a data warehouse to provide relevant statistics for the IDDC.

**XI. Next Steps**

Elaine Bedel announced IDDC's next board meeting is August 18, at 10:30 a.m., at 143 West Market St. (Realtors building). There will be a combined lunch and office tour with the Foundation Board. The Foundation Board meeting will commence at 12:00 p.m.

**XII. Adjournment**

William Knox moved to adjourn the meeting. Matt Eckert seconded the motion. The meeting was adjourned at 10:32 a.m.