



**IDDC Board Meeting Agenda
Public Meeting
February 17, 2022**

- I. Call to Order (LG Suzanne Crouch)
 - a. Welcome
 - b. Opening Remarks
 - c. Approval of November Meeting Minutes
- II. Guest Speaker (Elaine Bedel)
 - a. Mike Rutz, TMAP and MakeMyMove
- III. Secretary/CEO General Updates (Elaine Bedel)
 - a. New Hires
 - Vice President, Partnership Development David Buskill
 - Director, Graduate Retention Mitchell Gauger
 - Executive Assistant/Field Representative Nancy Jacobson
 - Social Media and Public Relations Officer Allison Vanatsky
 - Digital Content Strategist Aicha Balde
 - Community Engagement Officer Kori Peterson
 - Total Personnel: 14
 - b. Interviewing for Open Positions
 - Director, Talent Attraction
 - Director, Policy/Analytics
 - c. Economic Development Administration Grant (EDA)
 - d. We Create
 - Messaging and Website Development
 - Focus Groups completed
 - e. Graduate Retention (Mitchell Gauger)
 - f. Visitor Conversion (Kyle Johnson)
- IV. Policies for Approval (Elaine Bedel)
 - a. PERF
 - b. IDDC Bylaws
- V. Chief Operating Officer/Chief of Staff Updates (David Holt)

- a. Office Lease and Buildout
- b. Asset Map Status
- c. Sports Tourism – Motorsports and Basketball

VI. Communications/Marketing Updates (Amy Howell)

- a. Hoosier-by-Choice
- b. Indiana State Nature Passport
- c. Indiana State Culinary Passport
- d. NEW Indiana State Arts/Culture Passport
- e. Travel Guide
- f. Midwest Travel Journalists Association Sponsorship Dinner

VII. Open Discussion (Board members)

VIII. Next Steps (Elaine Bedel)

- a. Next Meeting - May 5, 2022, 9:00 a.m.