

Indiana Destination Development Corporation

Board of Directors Meeting

May 5, 2021

- I. Call to Order (Lt. Governor Suzanne Crouch)**
 - a. Welcome
 - b. Opening remarks
 - c. Approval of March meeting minutes
- II. General Updates (Elaine Bedel)**
 - a. IDDC Electronic Meeting Policy
 - b. Marketing RFP
 - c. Organization realignment
- III. Legislative Action (Elaine Bedel)**
 - a. State budget
 - b. Regional Economic Acceleration and Development Initiative (READI)
 - i. Passed Legislation 2021 Session
 - ii. Funded \$500 million
 - iii. IEDC to implement, IDDC to partner
- IV. Marketing / Communications Initiatives & Metrics (Amy Howell)**
 - a. Hoosiers by Choice
 - b. Indiana State Nature Passport
 - c. March Madness
 - i. IN Crowd
 - ii. Tourney Time
 - 1. Hoosier Gyms
 - 2. Indiana's Best Basketball Players
- V. Core Strategies Implementation (Misty Weisensteiner)**
 - a. Attract Talent
 - i. Hoosiers by Choice
 - ii. Asset Map
 - iii. Talent Recruitment Council
 - b. Retain Graduates
 - i. College Student Passport Program

- ii. University / College Advisory Council
- c. Attract & Convert Visitors
 - i. Indiana State Nature Passport Program
 - ii. Indiana Culinary Trails Passport Program
- d. Hoosier Pride
 - i. Hoosiers by Choice
 - ii. Indiana State Nature Passport Program
 - iii. Indiana Culinary Trails Passport Program
- e. Destination Development
 - i. Trail Town Designation
 - ii. Heritage Trail

VI. Fundraising Updates (Elaine Bedel)

- a. Indiana State Nature Passport
- b. Indiana Culinary Trails Passport

VII. Open Discussion

- a. Fundraising strategies
- b. Other

VIII. Q&A

IX. Next Steps (Kelly Ribich)

- a. Administrative / OnBOARD
- b. Next Meeting – Wednesday, August 4, 2021 9:00 a.m. – 10:30 a.m. EDT

- Meeting Adjourned -