

Indiana Destination Development Corporation
Board of Directors Meeting Minutes
August 4, 2021

Members in Attendance (virtually): Allison Barber, Rachel Zajac (IEDC), Elaine Bedel, William Knox, Steve Ferguson.

Members absent: Lieutenant Governor Suzanne Crouch, Dana Huber, Matt Eckert

Additional Attendees: Joe Basile, Amy Howell, Misty Weisensteiner

I. Call to Order (Elaine Bedel on behalf of Lt. Governor Suzanne Crouch) – 9:08 a.m. EDT

- a. Prior to the Meeting: Updates from Board Members
 - i. William Knox – Provided an update on Colts Training Camp which is officially in full swing. Knox has moved from his offices in the event center to a remote/mobile location on the Grand Park Campus.
 - ii. Allison Barber: Team returns home in August since being on hiatus for the Olympics. Mask wearing is back for PSE staff, but nothing has been finalized for the fans returning to games. Fever have 5 home games remaining in the regular season.
 - iii. Steve Ferguson – Cook Group/French Lick Resort are busy. Pro golf is returning to French Lick at the end of August.
 - iv. Rachel Zajac (IEDC): New Secretary Brad Chambers is in the office and going through the normal onboarding process. He is getting up to speed. 21st Century Talent Regions currently are working hard on talent development.
- b. Approval of May meeting minutes
 - i. Steve Ferguson made a motion to approve the minutes of the March 5 meeting
 - ii. Allison Barber seconded the motion
 - iii. Motion approved by the board.

II. Business Updates (Elaine Bedel)

- a. IDDC Procurement Policy (Joe Basile)
 - i. Joe reviewed two main changes to the current policy.
 - b. Increase in the small procurement amount to \$30,000 requiring only one bid. This was increased from \$5,000.
 - c. For large procurement agreements, 4 competitive bids/quotes must be received including one of the four from a women, veteran or minority owned business. The number of quotes required was increased from 3 to 4.
 - i. Motion to accept the changes to the IDDC Procurement Policy was made by Allison Barber
 - ii. William Knox seconded the motion
 - iii. Motion approved by board.
- d. IDDC Bylaws
 - i. Joe Basile shared that Bylaws for the IDDC meant to fill holes that were not addressed by the creating legislation would be ready for review by the next board meeting in November.
- e. New Staff Updates (Elaine Bedel)
 - i. IDDC is hiring 4 new positions. All were posted and all had closed at the time of the board meeting.

- ii. There were a large number of applicants.
- iii. The positions available were COO/Chief of Staff, Executive Assistant/Field Director, Advertising Sales Coordinator and a Graphic Designer/Content Creation.
- iv. The plan is to have new staff hired and on board in the next couple of weeks.
- f. IDDC Statewide Meetings (Elaine Bedel)
 - i. IDDC will host meetings across the state recapping our first year and looking ahead.
 - ii. A call to action will be provided to attendees as to how they can participate and support IDDC.
 - iii. Meetings will occur at the end of August to the first few weeks of September. A full schedule will be sent out in an invite form.

III. READI Initiative Update (Elaine Bedel)

- a. A brief update on the READI initiative/grants was provided.
 - i. 18 regions have indicated an interest
 - ii. The revised timeline was reviewed.
 - iii. IEDC is available to provide support and assistance to communities.

IV. Economic Development Administration Grants (Elaine Bedel)

- a. Travel, Tourism and Outdoor Recreation Grant Program
 - i. Approximately \$750 million in funds to be distributed - Indiana's Allocation will be \$5,582,552
 - ii. Funds can be spent on marketing and promotional initiatives.
 - iii. Applications are due in sixty days – September 26, 2021.
 - 1. This includes the plan to spend
 - 2. Eligible uses of the funding were provided to the board in an attachment.
 - iv. A committee is being developed to complete the application.
- b. Steve Ferguson asked who would be reviewing the applications. Elaine Bedel shared that James Winters with the state budget agency must give final approval.
- c. Discussion continued regarding the committee and organizations that should be represented.
- d. Allison Barber asked if these funds were a one-time allocation. Elaine Bedel responded, yes, but the use of funds could be spread over many years.

V. Marketing / Communications Initiatives & Metrics (Amy Howell)

- a. All paid campaigns are exceeding all past social media, website, and digital impression numbers.
 - i. Hoosiers by Choice powered by the Indiana Association of Realtors – launched Jan 2021.
 - 1. Paid marketing began 4/26
 - 2. 2021: The content was seen 342,518 times 1,472,802 Impressions, including 252,551 video views
 - 3. Campaign has surpassed 17M impression and over 170,000 clicks (estimate was 90,000 clicks).
 - 4. 78 earned media hits, reached over 149M people
 - ii. Indiana State Nature Passport - launched Feb. 22
 - 1. Paid media began June 28 and runs through November
 - 2. General statistics at the time of the meeting – Passport Sign Ups: 13,466, Marketing Opt-Ins: 10,149, Check Ins: 27,146, Prizes Earned: 966

3. 87 earned media hits, reached over 5.4M people
 4. We are trending ahead of estimates.
- iii. Indiana State Culinary Trails Passport- launched July 26
1. Paid media begin on Aug. 2 (this week)
 2. All tactics (SEM, display, Facebook, Instagram, targeting online videos) are running at this point aside from YouTube.
 3. General statistics at the time of the meeting – Passport Sign Ups: 1044, Marketing Opt-Ins: 795, Check Ins: 180
 4. 12 earned media hits, reached almost 2M people
- iv. Road Trips
1. Paid summer campaign started July 28, 2021
 2. Visit Indiana road trips website features 22 different road trips throughout the state
 3. It is a planning tool where visitors can browse all suggested road trips, including things to do, food and drink, and lodging options specific to a city, county, or region.
 4. At the time of the meeting and halfway through the campaign - Estimated total impressions –5,883,181; Estimated total clicks – 51,937
- v. Visit Indiana Day at the State Fair
1. Special sponsorship and promotion on August 8 at the Indiana State Fair.
 2. This program was sold as a co-op with statewide partners. 12 organizations participated
 3. Purpose was to utilize a sponsorship purchased in 2019 before the fair was cancelled in 2020 and to promote our passports, sign up new users, provide bonus check-in passport locations.
- vi. Fall Campaign
1. Will the end of the August at VisitIndiana.com/fall. Featuring fall festivals, fall road trips, things to do, wines, breweries and spirits

VI. WeCreate Introduction (Wade Breitzke)

- a. A brief update on WeCreate was provided and their role with IDDC.
- b. Wade Breitzke opened the floor up for questions.
 - i. Allison Barber asked what to expect from WeCreate. Breitzke shared that KPI's are set to allow WeCreate to drive economic development, talent retention and recruitment, showcase Indiana and create a visual identity.
 - ii. Steve Ferguson asked what current projects they were working on. Discover Coronado and working with number of restaurant and hospitality clients were part of the response.
- c. Elaine Bedel added that the current focus is the messaging program that will additionally compliment the DMOs, state initiatives and university and corporate messaging.

VII. Core Strategies Implementation (Misty Weisensteiner)

- a. Reviewed our initiatives for the strategic plan target areas of attract talent, retain graduates, and convert visitors.
 - i. The Indiana Asset map was covered in detail.

1. Weisensteiner shared that it was currently not live and open to the public.
 2. IDDC staff are back to the drawing board with suggestions as the current version was not very appealing. This is based on feedback from potential users (talent recruiter, etc.)
 3. William Knox added that sports tourism assets need to be added as major attractors.
- ii. Indiana Heritage Trail
 1. Partnership with OCRA to research and review the heritage, history, and current events of Indiana.
 2. Final report due from the IU Cetner for Rural Engagement on June 30, 2022.

VIII. Sponsorship Opportunity Updates (Elaine Bedel)

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

IX. Open Discussion (Elaine Bedel)

- a. Elaine Bedel opened the floor for discussion.
- b. Steve Ferguson asked that time be inserted at the beginning of the meeting for open conversation of current topics amongst board members.
- c. Allison Barber offered a recap of thoughts provided by WeCreate.
 - i. Must be honest in the review of the messaging provided by WeCreate.
 - ii. The board is not the market that we are trying to reach.
 - iii. What we are and what we are not needs to be identified to narrow the focus.

X. Next Steps (Elaine Bedel)

- a. Next Meeting – Wednesday, November 4, 2021, at 9:00 a.m. – 10:30 a.m. EDT
- b. Meeting Adjourned 10:36 a.m. EDT