

IDDC Board Meeting
Meeting Minutes
Thursday, August 20, 2020

Board members in attendance: Lt. Gov. Suzanne Crouch (chair), Dana Huber, Steve Ferguson, William Knox, Allison Barber, Matt Eckert, Abby Gras

Absent Board Members: None

Additional Speakers: Elaine Bedel, Joe Basile, Ryan Waggoner, George Zimmermann, Misty Weisensteiner, Alli Lindenschmidt; Bethanie DeRose, Dan Fenton

Welcome Remarks:

Lt. Gov. Suzanne Crouch welcomed the board members and called the meeting to order at 10:08 am. She noted that this was the inaugural meeting of the IDDC Board of Directors and expressed her appreciation for their service to the State of Indiana and this new entity. She emphasized the importance of the IDDC's mission to promote, brand, and tell Indiana's authentic story to attract and retain talent, students, business, and visitors.

Introductions:

After welcoming remarks by Elaine Bedel (Secretary & CEO, IDDC), the board members, the Lt. Governor's staff, and the IDDC staff introduced themselves.

Board Overview – Orientation:

Elaine Bedel facilitated an overview of board responsibilities. Board Documents were included in the board packet and distributed to the board members prior to the meeting electronically.

- Board terms – 3 years and 4 years. Elaine Bedel explained that the term limits were randomly assigned. Allison Barber and Steve Ferguson are filling 3-year terms and all others are on 4-year terms. She shared that this breakdown was done by the governor's office during the time of making appointments to the board.
- Future Meetings. The board will meet at least quarterly. Initially, more frequent meetings may be called as needed to facilitate the organization of the new entity.
- Creation of IDDC. Joe Basile provided background regarding the creation of the IDDC via Indiana Code 533 and the resulting statute. The bill also included the formation of a Foundation to support the mission of the IDDC.
- MOU with Lt. Governor's Office. Beth Woods (administration), Adam Moschell (Grant Services), Mitzi Moss (finance) and Joe Basile (legal) will continue to provide services to the IDDC as part of a Memorandum of Understanding with the LG's office. This has been fully executed and is in place for the foreseeable future.
- Procurement Policy. Procurement Policy document was provided to the board for review.
- Arts, Culture, Festival and DMO Grant. Joe Basile outlined the Cares Act grant MOU that is in place with the SBA. In addition to the MOU with SBA, there is an additional MOU with the Indiana Arts Commission regarding the review and approval of grants and distribution of funds for the Cares Act Arts and Culture/DMO grant program.

IDDC Board Meeting
Meeting Minutes
Thursday, August 20, 2020

IDDC Foundation Overview:

Elaine Bedel introduced Ryan Waggoner who is legal counsel with Ice Miller. Ryan works exclusively in the non-profit space and provides expertise in the formation, regulations, tax exemption, etc.

Mr. Waggoner assisted with the creation of the IDDC Foundation. Foundation documents were provided to the Board. Mr. Waggoner reviewed the purpose. The board of the Foundation will be appointed by the Lieutenant Governor, chair of the IDDC Board.

Operationally, the IDDC and the Foundation are two separate organizations. The Foundation is not required to follow open-door laws.

IDDC Mission and Focus:

Elaine Bedel reviewed the mission of the organization and emphasized that in addition to attracting and retaining talent, students, business, and visitor, the IDDC's goal is to change the perception of Indiana among people outside of the state. The measure of success will be changing the perception of why workers should relocate to Indiana. The IDDC will focus on capturing the students that are here for 4-6 years at universities and help them experience Indiana so they will want to stay.

Budget for Fiscal Year 2021:

Currently working with the budget of the Indiana Office of Tourism Development. Due to the pandemic, no additional dollars were received as expected. A full review of the budget was done in detail including what is dispersed through legislated grants to organization across the state and the 15% reserve that is currently required. Due to the pandemic, no direct marketing is occurring.

JLL/Longwoods Research Presentation:

Dan Fenton (JLL) provided background on the decision to bring some leaders together as part of the Tourism Task Force. This group recommended the following initiatives:

- An independent board of directors.
- Maintain the connectivity with the Lieutenant Governor's office.
- Improve the connection to the IEDC and maintain that link.
- Identified ongoing strategies that would bring in necessary funds to support the efforts of attraction to the state.

Their recommendations were provided in a full report and submitted in 2018.

Listening sessions were hosted in 2019 and the outcomes from those sessions were reviewed.

- 9 listening sessions were hosted around the state.
- Stakeholders were surveyed and JLL received 600 responses.
- Key outcomes from the listening sessions
 - Need to tell Indiana's story in a collaborative and orchestrated manner
 - Overall reputation of the state needs to be improved
 - Highlight special events that are key to the state
 - Create a recognized brand for the state

IDDC Board Meeting
Meeting Minutes
Thursday, August 20, 2020

George Zimmermann (LI) followed to address the market research. George shared that there are 4 major components of the research:

- Talent attraction
- Visitor Attraction
- Consumer Knowledge of Indiana
- Out of state perspective (Visitor or potential future resident)

Branding RFP:

Zimmermann shared that creating a new brand was the top priority. JLL is working currently on the RFP to identify a branding firm that is going to assist in creating a compelling brand to tell the story. To sell the state in a way that is authentic, it is important to find the right agency. There will be more details moving forward on this RFP.

Dan Fenton addressed the following:

- Research study metrics
- Measuring Success Graphic

Strategic Planning Retreat:

Plans for the upcoming strategic planning retreat were shared. The key to the retreat will be identifying the priorities of the organization. The IDDC Board will identify goals for the next 1-3 years and then action items for the next 12 months to get things moving ahead.

Rural Road to Recovery / Response to COVID-19:

Elaine Bedel addressed the Rural Road to Recovery (RRR) initiative by the Lt. Governor and the IDDC's efforts. The Indiana Destination Recovery Council (IDRC) was created as part of the RRR response. The Council oversaw the Rockport Analytics research and made recommendations regarding allocation of the State's CARES Act funding. The IDDC in conjunction with the Indiana Arts Commission administered the Arts, Cultural, and Destination Marketing Organization Grants.

Current IDDC Initiatives:

Misty Weisensteiner provided updates on the following IDDC initiatives. All programs can be accessed via www.visitindiana.com or www.visitindianagolf.com.

- [Hoosier Hospitality Promise](#) - June to September.
- [Indiana Road Trips](#) - June to September
- [The 20 in 20](#) – January to December
- The Best of Indiana - September
- Indiana Fairway Drives - August to September

Future IDDC Initiatives:

- Destination Asset List – interactive map used to locate leisure and hospitality entities throughout the State.
- Hoosiers by Choice – videos capturing authentic stories of people who moved to Indiana from other places.
- State Employee Engagement Strategy - working with the State Personnel Department on a campaign to engage and incentivize state employees to get out and explore.

IDDC Board Meeting
Meeting Minutes
Thursday, August 20, 2020

Elaine Bedel will follow up with the board to determine that date of the next meeting.

Lieutenant Governor Suzanne Crouch adjourned the meeting at 12:03 p.m.

Meeting notes provided by Noelle Szydlyk, IDDC.