



IDDC Board Meeting Agenda 11-3-21

- I. Call to Order (LG Suzanne Crouch)
 - a. Welcome
 - b. Opening Remarks
 - c. Approval of August Meeting Minutes

- II. General Updates (Elaine Bedel)
 - a. Hired New Chief Operating Officer and Chief of Staff
 - b. Interviewing for Following Positions – Fundraising and Partnership Development; Talent Attraction; Graduate Retention; Visitor Conversion; Policy and Analytics; Digital Content Creator and Executive Assistant
 - c. Economic Development Administration Grant (EDA)
 - d. WeCreate
 - e. Statewide Meetings
 - f. Regional Economic Acceleration and Development Initiative (READI) Grants

- III. Communications/Marketing Updates (Amy Howell)
 - a. Hoosier by Choice
 - b. Indiana State Nature Passport
 - c. Indiana Culinary Trails Passport
 - d. Fall Campaign
 - e. Visit Indiana Day at State Fair
 - f. Events – Hoosier Hospitality Awards; Media Marketplace; Future Farmers of America

- IV. Fundraising/Partnership Development Updates (David Holt)
 - a. Netflix “Stranger Things” Passport
 - b. Travel Guide Advertising
 - c. Digital Advertising
 - d. Fundraising for Campaign “Pure Michigan/Travel Alaska”
 - e. Asset Map

- V. Discussion/Q&A (All Board)
 - a. Messaging Strategy with Key Partners
 - b. Future Meeting Speakers?
 - c. In-Person/Hybrid/Virtual?
 - d. Other

- VI. Next Steps (Elaine Bedel)
 - a. Next Meeting – TBD

- VII. Adjournment (LG Suzanne Crouch)