**IDDC Board Meeting Agenda**

**Public Meeting**

**May 5, 2022**

1. Call to Order (LG Suzanne Crouch)
   1. Welcome
   2. Opening Remarks
   3. Approval of February Meeting Minutes
2. Guest Speaker (Elaine Bedel)
   1. George Zimmermann, Longwoods International
3. Secretary/CEO - General Updates (Elaine Bedel)

a. New Hires

* Director of Policy and Analytics - Drew Griffis
* Director of Talent Attraction- Melanie Atwood (starts May 16th)
* Total Personnel: 15

b. Interviewing Visual Content Creator and Graphic Artist

c. Economic Development Administration Grant (EDA)

d. WeCreate

* Messaging and Website Development
* Focus Groups to test messaging

e. Strategic Plan Update

IV. Chief Operating Officer/Chief of Staff (David Holt)

* 1. Office Lease and Buildout
  2. Sports Tourism - Motorsports and Basketball

V. Tourism, Communications, and Marketing (Amy Howell)

* 1. Hoosier-by-Choice
  2. Indiana State Nature Passport
  3. Indiana State Culinary Passport
  4. NEW Indiana State Arts/Culture Passport
  5. Travel Guide
  6. Midwest Travel Journalists Association Sponsorship Dinner
  7. Economic Impact and Visitor Profile for 2020

VI. Partnership Development (David Buskill)

1. Travel Guides
2. Digital Sales
3. Foundation Partners

VII. Graduate Retention (Mitchell Gauger)

1. NEW Student Experience Passport
2. University Outreach

VIII. Visitor Conversion (Kyle Johnson)

1. Outreach Efforts
2. IDDC Art Grants

IX. Policy and Analytics (Drew Griffis)

1. Neighboring State Tourism Funding Analysis
2. Establishing metrics for each area of the strategic plan

X. Open Discussion (Board Members)

XI. Next Steps (Elaine Bedel)

* 1. Next Meeting – August 18, 2022, 9:00 a.m.
  2. New Space, office tour, and time change