

IDDC Board Meeting
Meeting Minutes
Friday, January 15, 2021

Board members in attendance virtually: 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, George Zimmerman (Longwoods), Kyle Johnson, Misty Weisensteiner, Bethanie DeRose

Welcome Remarks:

Lt. Gov. Suzanne Crouch welcomed the board members and called the meeting to order at 9:05a.m. She shared specific remarks related to challenges of COVID 19 and how the state responded.

The Lieutenant Governor Crouch called for review and approval of the August 8, 2020 meeting minutes. Steve Ferguson offered the motion to approve. William Knox offered a second of the meeting. The Lieutenant Governor called for a vote of the board. Motion passed.

General Board Updates:

- Rockport Wave 6 Review – Elaine Bedel provided a brief overview of the latest Rockport Analytics Wave 6 Review. She shared that we may do another round of analytics in June 2021.

Strategic Plan Review:

Bethanie DeRose provided an update on the current status of the plan in preparation of the final board review.

- The IDDC Strategic plan provided specific directives to be addressed in the first month. Those items were specific to Staffing Changes, Budget Constraints and Drafting a Working Timeline. Staffing changes or recommendations will be shared at a future meeting.
- A motion to approve the IDDC Strategic Plan was made by Dana Huber. William Knox provided the second to that motion. The Lieutenant Governor called for a vote to approve. Motion passed.

JLL/Longwoods Research Updates:

George Zimmerman with Longwoods provided an update of the Longwoods Research that was completed in December 2020 and January 2021.

- Focus group interviews were completed in Chicago, San Francisco, and Atlanta. Data was collected and reported based on individual perception of Indiana as a place to live, work and visit.
- Multiple comments and questions were offered related to the tech industry and the opportunity to work with this industry specifically.

Destination Development Grant Presentation Meeting Overview:

Kyle Johnson provided updates on the Grant Program as well as basic instruction and review of the grant review procedure.

- 29 grant applications were received.
- The scoring committee will review and determine finalists by February 3.
- There is approximately \$400,000 available to be distributed as grants.

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IDDC Foundation Updates:

Elaine Bedel provided a quick update on the Foundation Board progress. The first sponsor was finalized. The Hoosiers By Choice campaign will be underwritten by the Indiana Association of Realtors®. The Foundation Board will be responsible to review and approve the contract, benefits, etc.

Current IDDC Initiatives:

Misty Weisensteiner provided updates on the Hoosiers By Choice, Indiana State Nature Passport, and the Trail Towns program

- Hoosiers By Choice will start/open on January 25, 2021 and continue throughout the year. There was a concentrated effort to get participation from all 92 counties in Indiana. The staff is asking the IDDC Board to invite people to watch and to submit a video if applicable.
- Indiana State Nature Passport – 59 state parks, reservoirs, recreation areas and inns were included in the program, which is a collaboration with the Indiana Department of Natural Resources. The program is free to participate. Participants, once registered, simply check in at each location and win prizes as they visit more locations. Themes will be introduced throughout the year based on the Indiana DNR calendar.
- Indiana Trail Towns – A small group of Indiana state agencies have convened to develop an accreditation program for Indiana Trail Towns.

Open Discussion:

Elaine Bedel opened the meeting up to discussion regarding the needs of Indiana to attract talent to the state over the next few years. Specifically, the board was asked to think about what industries should remain the focus for the IDDC. Technology, Medical Device Manufacturing, Advanced Manufacturing. All suggested using local and statewide research to get a better idea of what industries are already on the radar of IEDC or Workforce Development.

Remaining Meeting Dates:

Elaine Bedel shared the remaining meeting dates for 2021. All meetings are scheduled for 9:00 a.m. and may be virtual and/or in person.

- May 5, 2021
- August 4, 2021
- November 3, 2021

Meeting Adjourned by the Lieutenant Governor Suzanne Crouch at 10:15 a.m.

Meeting Notes provided by Noelle Szydlyk, IDDC.