

**Indiana Destination Development Corporation
Board of Directors Meeting Minutes
November 3, 2021**

Members in Attendance (virtually): Allison Barber, Matt Eckert, Laurel Judkins (IEDC), Dana Huber, Elaine Bedel, William Knox, Lieutenant Governor Suzanne Crouch

Members unable to attend: Steve Ferguson

Additional Speakers/Attendees: Joe Basile, Amy Howell, David Holt

- I. **Call to Order (Lt. Governor Suzanne Crouch) – 9:02 a.m. EDT**
 - a. Lt. Governor Suzanne Crouch welcomed the board and provided brief opening remarks.

- II. **Approval of the August meeting minutes**
 - a. Allison Barber made a motion to approve the meeting minutes from the August 4 meeting.
 - b. Matt Eckert seconded the motion
 - c. Motion passed and was approved by the board.

- III. **General Updates (Elaine Bedel)**
 - a. New hire David Holt, Chief of Staff and Chief Operating Officer, was introduced.
 - b. Bedel provided updates on new positions that are currently in the process of being filled.
 - i. Fundraising and Partnership Development, Graduate Retention, Visitor Conversion, Digital Content Creator and an Executive Assistant.
 - c. An update on the Economic Development Administration Grant (EDA) was provided.
 - i. This is the first time these grants can be used for marketing. IDDC is still waiting on a final response regarding the distribution of funds. The approval for the grant is expected soon. She also explained multiple agencies and organizations participated in providing support for the final application.
 - d. An update on the progress of WeCreate, IDDC’s agency of record, was given. WeCreate is making progress on the new messaging for Indiana and hope to rollout in Q2. The new website is still in progress and the plan is to include links to regional websites.
 - e. Statewide meetings were held in August and September. IDDC’s current plans were communicated to those in attendance and the staff was able to engage locally.
 - f. Regional Economic Acceleration and Development Initiative (READI) update was provided.
 - i. 17 applications were received by the IEDC. Announcements will be made in December once approved by the IEDC Board. \$500 million was available to be granted and over \$1 billion in requests were received.
 - g. Corporation Bylaws (Joe Basile)
 - i. Final version of the new IDDC Board of Director Bylaws will be provided in advance of the February board meeting. The board will then vote on the bylaws at that meeting.
 - h. Board Discussion and Questions
 - i. Dana Huber asked if the date of the February meeting had been determined yet. Bedel shared it was still being finalized.
 - ii. Allison Barber asked about the timeline for the new marketing campaign. Elaine Bedel responded that it was tentatively scheduled for the end of the first quarter of

2022 to the beginning of the second. Lieutenant Governor added that it would be after session is over.

- iii. Laurel Judson asked if the timing was related to the finalization of the design, or the actual roll out of the messaging. Elaine Bedel responded it was the timing of the roll out.

IV. **Communications/Marketing Updates** (Amy Howell)

- a. Hoosiers by Choice powered by the Indiana Association of Realtors campaign
 - i. Paid digital marketing began April 26, 2021.
 - ii. 2021 Impressions: 2,225,423 and 391,407 video views were reported.
 - iii. HBC media strategy to really shift focus to out-of-state.
 - iv. 78 earned media hits, reached over 149M people

- b. Indiana State Nature Passport
 - i. This is a paid media began June 28 and runs through November.
 - 1. The campaign resulted in 15,769 sign ups, 11,623 marketing opt-ins, 36,054 check ins, and over 1450 prizes earned.

- c. November - Opt Outside Day (November 27, 2022)
 - i. DNR is doing scavenger hunts at certain properties during Opt Outside Day and IDDC is providing a special check in on the Nature Passport.
 - ii. There is also a special giveaway from DNR connected with Opt Outside Day and the Indiana Nature Passport. Winners receive a DNR gift card and season pass.

- d. Indiana State Culinary Trails Passport
 - i. Porktober was a special promotion in October that involved a partnership with Indiana Foodways Alliance, the Indiana Pork Producers, and the Indiana Soybean Alliance.
 - 1. The program produced 817k Impressions with 8,718 Sessions and saw distribution of 56 t-shirts.
 - 2. The special campaign produced the following: 3335 new sign ups, 2,295 marketing opt ins, resulting in 1550 unique check ins.
 - 3. On the media side 26 earned media hits were garnered that reached over 3.1 million people.

- e. Indiana Culinary Passport Winter Giveaway was a special contest associated with the Culinary Trails Passport.
 - i. The prize included an overnight at French Lick Resort, four tubing tickets for Paoli Peaks and lunch and dinner at multiple Indiana Foodways Alliance restaurants.

- f. Fall Campaign (VisitIndiana.com/fall)
 - i. This campaign featured fall festivals, fall road trips, things to do, and wines, brews, and spirits
 - ii. The short campaign produced over 22 million impressions and over 27,000 clicks.

- g. 12 Days of Giveaways on Instagram
 - i. Holiday themed Instagram contest that included giveaways from partners.
 - ii. Results of the campaign will be communicated at the February meeting.

iii. 12 Days of Giveaways will include 31 giveaways provided by seventeen Indiana counties.

h. Visit Indiana Day at the State Fair – August 8, 2021

- i. This special marketing co-op program including 12 statewide destinations.
- ii. IDDC used the opportunity to promote our passports, getting sign ups, bonus check-ins and special sweepstakes
- iii. The day at the fair resulted in 634 passport new sign ups and 562 check-ins.
- iv. IDDC is planning to provide this partnership opportunity again in 2022.

i. Events

i. Hoosier Hospitality Awards

1. The Will Koch Indiana Tourism Leadership Award, Visit Indiana Leadership Award and Hoosier Hospitality Awards were presented at the Hoosier Hospitality Awards on Friday, November 5, 2021, at the Eugene and Marilyn Glick Indiana History Center Auditorium.

ii. Media Marketplace

1. Will be held at Indianapolis Motor Speedway on November 17, 2021.
2. Approximately 55 writers would attend from 7 different states and 43 partner DMOs from across the state were scheduled to participate.

iii. FFA

1. IDDC took part in the FFA Expo during the National Convention with a booth promoting all Indiana has to offer.
2. Through a simple giveaway over 2,000 potential college students signed up and over 1,500 opted to receive additional marketing and information from IDDC.

j. Questions and Discussion from the Board

- i. The Lieutenant Governor asked how our current campaigns compare to something we have done in the past. Amy Howell responded that it is hard to do an apples-to-apples comparison since each campaign is so different, target markets are different. Amy shared that any time you get over 1 million impressions it is a good campaign.
- ii. Allison Barber asked if the Hoosiers by Choice videos were shared with major companies around the state. Amy shared that IDDC is working on an effort to push this Hoosiers by Choice messaging out in early 2022.
- iii. Allison Barber mentioned the HR conference being hosted by the Indiana Chamber of Commerce. She offered to follow up and see if IDDC could be involved.
- iv. Laurel Judson asked if our marketing campaign involved a programmatic advertising buy or if it was with specific websites. Amy Howell shared that it was a programmatic buy but with targeted audiences.

V. Fundraising & partnership development updates (David Holt)

- a. Travel Guide advertising sales are ongoing with a goal of \$300,000 in sales.
- b. Digital Advertising sales are on hold as WeCreate continues to develop the website.

- c. Questions and Discussion from the board
 - i. Laurel Judson asked what the distribution plan is for the Travel Guide. Amy Howell responded that 175,000 of the 300,000 printed guides will go out through direct distribution out of state. Additional guides will be placed at INDOT rest areas and welcome centers, be direct shipped to consumers out of state and a digital online version will also be made available.
- d. Fundraising for Marketing Campaign
 - i. David Holt shared that IDDC is in the process of hiring a corporate fundraiser.
 - ii. David is also currently setting up meetings with corporation executives in different industries to raise funds for the Foundation.
 - iii. There is a goal of \$5 to \$10 million to be raised in 2022 to support this larger marketing campaign.
 - iv. The LG shared that this goal does meet expectations and that it is optimistic.
- e. Asset Map
 - i. ESRI is working with IDDC to update the existing IDDC Asset Map. They have received a scope of work and we should have the final version by the end of March 2022.
 - ii. Elaine Bedel shared that this project will be part of a larger toolbox for recruiters.
- f. Questions and discussion from the board
 - i. Laurel Judson asked how the Asset Map would be used. Josh Alsip responded that it will be embedded in the new IDDC website. It will be mobile friendly and made easy to share with partners. It will also be given directly to HR corporate recruiters as well as universities and colleges.
 - ii. Laurel Judson followed up by asking if ESRI would be able to provide data on the back end. Josh Alsip answered, yes. We will be able to see target regions in the state that are being researched the most.

V. Board Discussion (Elaine Bedel)

- a. Messaging Strategy with Key Partners – Elaine shared that she wants the messaging strategy to complement key partners and not replace their local messaging.
 - i. Allison Barber asked what is in it for the companies that sponsor or participate. She asked, what is the value to them to partner with IDDC? Elaine Bedel responded that they would be categorized as IDDC supporters and be provided recognition.
 - ii. Elaine also shared that she wants to get early adopters on board to widen the breath of the impact and create more positive momentum.
 - iii. Laurel Judson asked if we were considering consistent talking points for all industries. Elaine Bedel responded that yes that is being developed by WeCreate.
 - iv. Matt Eckert asked if we had considered creating an Educational Awareness of Tourism opportunities across the state. A form of a grass roots effort that could be shared statewide.
 - v. Allison Barber shared that the Asset Map should help with this and provide more information.

- b. Future Meeting Speakers
 - i. Elaine asked if there was interest in hearing from additional speakers at future meetings.
 - 1. The LG suggested experts from other states to see how IDDC compares.
 - 2. Allison Barber suggested that hearing from Tech Point would be valuable.
 - 3. Allison also suggested that legislators that represent the counties on the state line and the strategies they are using to attract talent would be helpful.
 - 4. Laurel Judson shared that regional destination development leaders would be useful.
 - 5. The LG suggested having someone from the TMAP initiative.
- c. In-person/Virtual or Hybrid meetings
 - i. William Knox shared that many people have grown accustomed to the virtual meeting option. May want to get more input from the board once meeting topics are identified. That could dictate in person vs. virtual.
 - ii. Allison Barber offered to host at Gainbridge Fieldhouse.
 - iii. Matt Eckert shared he is open to both, depending on the topic of the meeting.
- d. Next Meeting Dates
 - i. Future meetings will occur in February, May, August and November. The calendar is being finalized.

VI. Meeting Adjourned by the Lieutenant Governor at 10:16 am.