



June 13, 2023 Meeting Minutes

Present:

Nathan Messer

Matt Gentry

Wendy McMann

Kevin VanHorn

Nathan Frampton

Donnie Lawson

Allyson Gutwein (Executive Director)

Jeri Day

Audrea Racine (Attorney)

Absent: Alexa Lingg

Note: Three vacant spots on the board as of May 2021.

The Boone County Convention and Visitors Bureau met on June 13, 2023, in the Connie Lamar Room within the Boone County Annex Building. The meeting was called to order by President Nathan Messer at 4:30 p.m.

In the Matter of Public Comments:

No public comments.

In the Matter of Consent Agenda – Director’s Report, Treasurer’s Report and May 2023 Meeting Minutes:

Wendy McMann made a motion to approve the consent agenda. Motion seconded by Matt Gentry. Motion carried 6-0.

Legal Discussion:

Attorney Audrea Racine wanted to know if there needs to be an Executive Session to discuss Jeri Day’s contract. It expires at the end of June. Jeri’s contract is currently under the Executive Director’s title so this will need to be discussed and changed. Audrea sent the final updated contract for the Executive Director to the committee, does anyone have any feedback on that?

Matt Gentry suggested giving the Executive Committee the authority to meet to discuss Jeri's contract before the end of the month and make a decision. The Executive Committee consists of Nathan Messer, Matt Gentry, and Wendy McMann. Nathan Frampton made a motion to allow the Executive Committee to meet and discuss Jeri's contract. Motion seconded by Matt Gentry. Motion carried 6-0.

Audrea stated that now the CVB has Full-Time employees they will need to carry Worker's Compensation insurance. Audrea will reach out to IPEP for a quote, which is who the City and County uses.

In the Matter of Discussion:

No discussion

In the Matter of Old Business:

Nathan Messer suggested tabling the Executive Director's contract until everyone on the board has a chance to review, including Allyson. Matt Gentry made a motion to table the Executive Director's contract until the entire board has a chance to review. Nathan Messer seconded the motion. Motion carried 6-0.

In the Matter of New Business:

2024 Budget need to decide what line to pay for Professional Development out of.

Nathan Messer and Allyson sat down and went over the 2024 Budget based on the 2023 projected revenues. Nathan Frampton made a motion to approve the budget as presented. Motion seconded by Matt Gentry. Motion carried 6-0.

Media Contracts for Billboards Wendy commented on Billboards that were not approved during the grant approval process. It was mentioned to possibly put on a billboard Visit Boone County with logo & website to market upcoming events.

Nathan Messer made a motion to approve Hickory Hall and to have the grant committee review the rest and make a recommendation at the next meeting. Motion seconded by Wendy McMann. Motion carried 6-0.

Stroup Media – Video Contract for Marketing Executive Director highly recommends approval.

Nathan Messer made a motion to approve the Video contract pending budget approvals. Motion seconded by Wendy McMann. Motion carried 6-0.

Policies and Procedures Quote from Deep End Talent Strategies Audrea has reviewed & recommends approval.

Nathan Messer made a motion to approve Policies and Procedures Quote from Deep End Talent Strategies not to exceed \$2,500. Motion seconded by Matt Gentry. Motion carried 6-0.

Matt left the meeting at 5:27 pm.

Glasses for Eclipse – 3D Glasses Online these will need to be ordered this year to receive in time for next year. Possibly have a sponsor.

Attendance of Bluegrass Festivals the Executive Director will be attending an event to see how they are run behind the scenes.

Human Interest (401K) maybe have a “Benefits” line for the 2024 Budget. Since there is only one full-time employee it might be easier to work with someone directly.

In the Matter of Round Robin/Open Discussion – ideas/thoughts/future plans/etc.:

Wendy McMann stated she reached out to the Auditor regarding ARAPA funds that were approved. The auditor stated that it would be up to the Commissioner’s so Kaylee Jessie will look into this.

Nathan Messer stated that he and Allyson will be discussing with hotels to try to get a hotel with convention space. He felt that this is needed with Lilly and LEAP coming to Lebanon. Some counties have had fees added to help pay for the convention center in their county.

With no further business, Nathan Messer made a motion to adjourn the meeting at 5:43 pm. Wendy McMann seconded the motion. Motion carried 5-0.

Minutes prepared by Lori Rapp/Kaylee Jessie