



March 8, 2022 Meeting Minutes

Present:

Jeri Day (Director)
Nathan Frampton
Wendy McMann
Nathan Messer
Tom Santelli
Matthew Gentry
Kevin VanHorn
Steve Russo (Media Director) via phone

Absent:

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

The Boone County Convention and Visitors Bureau met on March 8, 2022 in the Connie Lamar Room within the Boone County Annex Building. The meeting was called to order by President Nathan Messer at 4:32 p.m.

In the Matter of Consent Agenda – Director’s Report, Treasurer’s Report and Meeting Minutes (February)

Matt Gentry moved to approve the consent agenda presented at today’s meeting with the exception of the February minutes, they will be tabled until the March meeting. Tom Santelli seconded the motion; motion carried 7-0.

In the Matter of Discussion:

1. Concert Dollars 2022

The 2022 budget for Concerts is \$75,000. Give \$17,000 to each Zionsville Street Dance, Whitestown Brewfest and Lebanon’s Octoberfest this would total \$51,000. This would be for the band only and not for permits etc. Back to the Fifties Festival and Thorntown’s Turning of the Leaves Festival would be give up to \$4,500 and these entities take care of setting up their own concert.

CVB will be receiving \$280,000 in ARPA money. Maybe use this for TV Ad’s, Geo Marketing and Billboards.

Farmers still has \$201,000 in it.

Committee came up with \$108,750 and the budget is \$90,000 so they are \$18,750 over budget. There is \$8,000 left in the Concert line after concerts are paid so maybe give \$5,000 to Whitestown Concert.

For January and February with the numbers that Jeri spoke of CVB has collected from the Innkeepers tax \$77,156.70.

Nathan Messer motioned to add \$20,000 to the event budget and approve the sub-committee list. Matt Gentry seconded the motion; motion carried 7-0.

Matt Gentry motioned to give Whitestown Concert Series \$5,000. to be the sub-committee and Kevin VanHorn seconded the motion; motion carried 7-0.

Matt Gentry amended his motion of \$5,000 and made a motion of \$8,000 to the Whitestown Concert Series. Kevin VanHorn seconded the motion; motion carried 7-0.

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

Tom Santelli stated that he wants to make sure that the money they have committed to Whitestown, Stone Eater Park etc., have been marked and set aside.

Tom Santelli stated that the Community Foundation has a big announcement on March 16, 2022 at 8:30 am in the Courthouse Rotunda.

Matt Gentry stated that they are finalizing the details with a contractor who is donating all the earthwork for the park.

Nathan Messer stated that Whitestown Rec's Development is on the planning commission for next Monday for concept and rezone, and plan on development plans a month or two after and break ground in the next four or five months.

Also, there is another Hotel coming to Whitestown next to Hobby Lobby, the site is starting to be cleared for the hotel.

Matt Gentry left the meeting at 5:17 pm.

Grant for Monster Truck came in after the sub-committee meeting on Friday. Request of \$15,000.

It was budgeted to fund the Boone County 4-H Fairgrounds \$15,000 per quarter and the Sugar Creek Art Center \$500 per quarter totaling \$62,000 for the year.

Nathan Frampton motioned to approve the \$15,000 per quarter funding the Boone County 4-H Fairgrounds and the \$500 per quarter for the Sugar Creek Art Center. Tom Santelli seconded the motion; motion carried 6-0.

Money was committed for promotions and marketing for the Little League. Wendy will check prior minutes to see if this has been approved.

It was not recommended giving money to Boone County chamber of Commerce for Disney's Approach to Business Excellence, Tom Santelli suggested two attend and that will be Jeri Day and Wendy McMann. Jeri purchased the tickets at a cost of \$798.00.

In the Matter of Old Business:

Ethan Myers, County Attorney Representative, presented insurance coverage. \$1000.00 was budgeted for insurance and it was agreed that they would investigate the \$3,000,000 coverage at approximately \$774.00.

In the Matter of New Business:

Steve Russo and Jeri Day, now that the budget has been set, would like to make a presentation at the April meeting on how they would propose investing the marketing part of it into this year. This would include everything from social media to traditional media, where the costs would go. What specific events to put money towards, to give the board members a road map of where they would propose putting this money that is available to the promotions fund to work.

Video recording will take place next week and will be done the following week, then it will be put on the website. There will also be some updates to the website.

In the Matter of Public Comments:

There was no public comment at today's meeting.

With no further business, Tom Santelli made a motion to adjourn the meeting at 5:45pm. Kevin VanHorn seconded the motion; motion carried 6-0.

Minutes prepared by Lori Rapp.