



## April 12, 2022 Meeting Minutes

---

**Present:**

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

**Absent:**

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

---

The Boone County Convention and Visitors Bureau met on April 12, 2022 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 Consent Agenda – Director’s Report, Treasurer’s Report and Meeting Minutes (March)**

Tom Santelli moved to approve the consent agenda presented at today’s meeting. Matt Gentry seconded the motion; motion carried 8-0.

**In the Matter of Discussion:**

**1. Pixel Jocks Web Hosting for Bo Co CVB**

Monthly recurring charge of \$125 paid by Bo Co CVB credit card.

**2. Marketing Plan for 2022**

Steve Russo presented the Boone CVB 2022 Marketing Plan Proposal (see attached).

Social Media Plan \$7,500

Digital Billboard Plan \$30,000

State Tourism \$5,000

Regional Cable TV \$25,500

Boone County Tourism Event Location Marketing \$20,000  
Programs Design & Production Costs \$21,460  
**Total Estimate 2022 Plan Costs \$109, 460.**

There was concern that this is over the \$105,000 budget, so the Marketing Plan for 2022 was amended, the Social Media Plan was amended from \$7,500 to \$25,000 and the Regional Cable TV was amended from \$25,500 to \$0.00.

**Total Amended 2022 Plan Costs \$101,460 which is now under budget.**

Wendy McMann moved to approve the amended Marketing Plan for 2022 presented at today's meeting. Matt Gentry seconded the motion; motion carried 8-0.

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

Matt Gentry mentioned there will be two new hotels at SR 32 & I-65. He hopes to have the Fieldhouse request ready at the May meeting.

Nathan Messer mentioned there is a new hotel being constructed in Whitestown. Final testing is being done at the old Wrecks Inc. site.

Wendy McMann can't find in past minutes the amount that was agreed to for Little League marketing.

Ice Miller is in the process of registering the trademark

**In the Matter of Old Business:**

Board member appointments. Ethan Myers is still working on this.  
Ethan is still working on insurance from Lamar, he hopes to have this at the May meeting.

**In the Matter of New Business:**

Audrea Racine with TCMS&C introduced herself and stated that Ethan Myers is leaving TCMS&C and she will be taking over his position with the CVB.

Hoosier Hardwood Grant, Jack Jones negotiated and made a deal with Hoosier Hardwood it was discussed that if Hoosier Hardwood wants to ask for money from CVB next year then they can but this year the grant process is closed.

**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 5:55pm. Nathan Messer seconded the motion; motion carried 6-0.

Minutes prepared by Lori Rapp.