



## July 11, 2023 Meeting Minutes

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**Present:**

Nathan Messer

Matt Gentry

Wendy McMann

Kevin VanHorn

Nathan Frampton

Allyson Gutwein (Executive Director)

Audrea Racine (Attorney)

**Absent: Donnie Lawson**

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

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The Boone County Convention and Visitors Bureau met on July 11, 2023, in the Connie Lamar Room within the Boone County Annex Building. The meeting was called to order by President Nathan Messer at 4:34 p.m.

**In the Matter of Public Comments:**

No public comments.

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

Wendy McMann made a motion to approve the consent agenda. Motion seconded by Matt Gentry. Motion carried 5-0.

**Legal Discussion:**

Attorney Audrea Racine stated that she sent Allyson’s contract to Allyson, Allyson said she did not have any issues or changes to the contract. Jeri Day did sign her new contract through the end of the year, she was paid her amount from when she was Director. Wendy stated that this has been changed and she will be paid her new rate starting next month.

**In the Matter of Old Business:**

Audrea stated that they need a motion to approve Allyson's contract. Matt Gentry made a motion to approve Allyson's contract and for Nathan Messer to sign on behalf of the board. Motion seconded by Wendy McMann. Motion carried 5-0.

Allyson stated that Jeri Day had sent over a list of billboards that she had cut from the list. The list went from 18 down to 8 still that she suggested the board continue with. Still on the list are the 4-H Fair that needs to be decided on promptly since the Fair will be starting soon. Street Dance, Octoberfest, Fall Festival, Jamestown Apple Cider Festival, and Zionsville Christmas in the Village. Boards run \$300 per day and \$1,500 to \$2,000 for design. Wendy expressed that the Street dance brings in about 8,000 people so she didn't feel that spending another \$5,000 to advertise was needed. Allyson stated that they need to attract tourists from more than 50 miles away. A billboard on I-65 is not attracting tourists from 50 miles or more away, it is for locals. Allyson stated that if any of the 8 events have already been promised the billboard for advertising then they should honor that this year, Wendy stated that none of the events were promised by the board. Matt Gentry made a motion to continue with doing a billboard for the 4-H Fair since the Fair starts next week but not for any other events on the list. Wendy McMann seconded the motion. Motion carried 5-0. Instead, they will use billboard dollars to advertise on social media. Matt Gentry made a motion to shift the remainder of the billboard dollars to the social media line. Motion seconded by Nathan Frampton. Motion carried 5-0.

The consultant that Audrea and Allyson met with regarding the handbook suggested the board needs to think about changing paying employees monthly to bi-weekly, put in the handbook that they will follow the County holiday schedule, they need to have a media policy as to designate someone to speak to media on behalf of the board, how to handle reimbursable expenses, and remove the discrepancy in PTO. It was decided to update the handbook before adopting so the final will be submitted for approval next month.

Audrea reached out to IPEP for work comp coverage, and they will not cover CVB so Audrea reached out to Dan Lamar with Walker Hughes, and he will get a quote together.

### **In the Matter of New Business:**

There will be an informational meeting on August 2, 2023, from 6-8pm at the Lebanon Public Library regarding the Eclipse. All are welcome to attend.

The board needs to decide if the budget looks good for the Eclipse. The glasses and moon pies need to be ordered soon. They have port-a-potties on reserve. They have a band Pink Droid on hold they would sing "Darkside of the Moon" and have a laser light show. This can all be done inside the Fairgrounds if needed. It was mentioned that charging admission for concerts doesn't work well they need to make their money off food and alcohol sales. They also need to figure out a large stage, security, and parking. Allyson also suggested possibly using some of the 2024 Grant money to give out in 2024 to help some of the smaller communities with their Eclipse event. Nathan stated that the \$50,000 budget for the Eclipse could possibly come down with sponsorships.

Nathan Messer made a motion to approve the \$50,000 budget for the Eclipse event. Motion seconded by Nathan Frampton. Motion carried 5-0.

Nathan Messer made a motion to allow he and Wendy McMann to sign off on an offer to purchase the building north of the Annex. They would offer the asking price of \$275,000 with a NTE of the original price of \$299,999. Motion seconded by Matt Gentry. Motion carried 5-0.

Indiana Festival Guides submissions: Allyson has found a local magazine that will give her one free full-page ad per month in hopes that CVB will purchase ads in the future. Allyson felt this would be a better way to advertise than the Indiana Festival Guides.

Matt Gentry made a motion to approve the Travel Guide light proposal. Motion seconded Nathan Messer. Motion carried 5-0.

September 12, 2023, from 4-7pm at Home2Suites there will be a Strategic Planning session with a guest speaker and dinner will be provided.

With no further business, Wendy McMann made a motion to adjourn the meeting at 5:29 pm. Motion seconded by Matt Gentry. Motion carried 5-0.

Minutes prepared by Lori Rapp