



September 12, 2023 Meeting Minutes

Present:

Nathan Messer

Wendy McMann

Kevin VanHorn

Donnie Lawson

Jeri Day

Allyson Gutwein (Executive Director)

Audrea Racine (Attorney)

Absent: Nathan Frampton and Matt Gentry

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

The Boone County Convention and Visitors Bureau met on September 12, 2023, in the conference room at Home2 Suites located at 6017 Perry Worth Road, Whitestown, IN 46075. The meeting was called to order by President Nathan Messer at 4:07 p.m.

The meeting started off with Videographer Colin discussing the new logo for Discover Boone County, he would like to market the new logo and get "Discover Boone County" out and promote Boone County. He has started working on building a catalogue of events with a one-minute video of each trying to connect people with events that they are interested in. These will be A-Z Advance to Zionsville.

Nathan mentioned maybe having interns from each of the different Boone County High Schools. Colin would like to eventually bring in influencers. Allyson is working with Ball State and Emory Susong, a Ball State student from Boone County, on how to keep Boone County students in Boone County once they graduate.

Dr. Amanda Cecil gave a presentation on Strategic Planning

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 Donnie Lawson. Motion carried 5-0.

Legal Discussion:

Audrea stated that the D/B/A Discover Boone County has been approved. Walker Hughes has not responded with quotes for insurance so we will be switching insurance companies and getting quotes.

Please include Audrea in all future correspondence.

In the Matter of Old Business:

The Architect is working on preliminary work for the newly purchased property. Nathan Messer made a motion to approve the Architect's preliminary work pending legal approval. Wendy McMann seconded the motion. Motion carried 4-0.

In the Matter of New Business:

We will be applying for a credit card tomorrow; the card will be recurring at \$25,000 and Allyson at \$5,000. Donnie Lawson made a motion to approve applying for the credit card at these limits. Nathan Messer seconded the motion. Motion carried 4-0.

A form is needed from the Assessor to make the purchased property in NFP status – no property taxes. Looking for surveys and any information of the original plat.

Nathan Messer reached out to his agent and his agent thought we would have a building valued at One million dollars upon completion.

Allyson visited a co-working space like what the main floor of the newly purchased building could become.

Purdue interns for "Mooned in Boone" there will be six between Boone and Hamilton County.

Whitestown Hops and Hounds will be this weekend from 5:30-7:30 and there will be a little League movie at 7:15 with the Indians Mascot.

October 4th will be the ribbon cutting ceremony for the Trail.

The population in Boone County is currently 70 thousand and predicted to be at 140 thousand in 20 years.

With no further business, Wendy McMann made a motion to adjourn the meeting at 6:40 pm. Motion seconded by Nathan Messer. Motion carried 4-0.

Minutes prepared by Lori Rapp