



October 10, 2023 Meeting Minutes

Present:

Nathan Messer
Wendy McMann
Kevin VanHorn
Nathan Frampton
Allyson Gutwein (Executive Director)
Audrea Racine (Attorney)

Absent: Matt Gentry & Donnie Lawson

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

The Boone County Convention and Visitors Bureau met on October 10, 2023, in the Connie Lamar Room within the Boone County Annex Building. The meeting was called to order by President Nathan Messer at 4:31 p.m.

In the Matter of Public Comments:

Jeff Garrard and partner Carla with Midwest Marketplace want to give feedback about what has been good and bad regarding Boone County and the Midwest Marketplace as far as working with small businesses and event planners. This year they will have over 100 merchants and hope to have around 2000 visitors. CVB has given them grant dollars in the past to help with this event. To date they have given \$900, over 40 shirts and over 60 pairs of socks to the Caring Center. They struggle on where to go to help get the word out. Is it Boone County Chamber, CVB, or Better in Boone, how do they reach out to Advance and Jamestown. How can they get just one calendar of events for Boone County. Would like to be able to come together and put a road map together to help promote events and small businesses. The board suggested that they work with Allyson.

In the Matter of Consent Agenda – Director’s Report, Treasurer’s Report and September 2023

Meeting Minutes:

Wendy McMann made a motion to approve the consent agenda. Motion seconded by Kevin VanHorn. Motion carried 4-0.

Legal Discussion:

Attorney Audrea Racine presented a quote for insurance From Erie Insurance, it would be \$883/year for General Liability & Business Personal Property and \$301/year for Workers Compensation. This will replace what they currently have through Walker Hughes and will add some that they don't currently have. Nathan Frampton made a motion to approve the insurance quote as mentioned above. Motion seconded by Nathan Messer. Motion carried 4-0.

Audrea stated that she is still drafting the Financial Policy so this will be discussed at the next meeting.

In the Matter of Old Business:

- a. Purchase of STR and Zartico software for use in 2024
 - i. STR- data tracking on hotels (can be integrated with Zartico platform)
 - ii. Zartico- data tracking software for events and to determine where visitors are coming from (market data)
 - iii. Implementation takes 8 weeks- to start in 2024 we need to sign the contract and have them start building our system this year. \$30,000/year for all software. Nathan Messer suggested a 1/year pilot with no commitments and maybe other municipalities can help fund this. The \$30,000 for the 1/year pilot will come out of the Special Project fund.
Nathan Messer made a motion to fund the software of \$30,000 out of the Special Project fund. Motion seconded by Nathan Frampton. Motion carried 4-0.
- b. Employee Handbook vote
Nathan Messer made a motion to approve the employee handbook as presented. Motion seconded by Kevin VanHorn. Motion carried 4-0.
- c. Taxes are paid.
- d. Updated grant requirements for submissions and conditions for grant allocation.
Wendy stated that she felt some of the wording needs to be "re-worded" it was decided for the Grant committee and Allyson to work together on a few minor tweaks to the grant application. This does not need to be voted on. Allyson would like to see the "Marketing" portion of the grants be done in-house instead of giving out grant dollars to the event to market themselves.

In the Matter of New Business:

- a. Financial Policy tabled until November meeting.
Wendy stated that she received an email from the County Treasurer's office that a hotel that sold a year early was still paying the innkeeper's tax on their gross receipts not their adjusted. The hotel would like a refund of \$11,525.31.
For the credit card application, they need the minutes where Nathan Messer, Wendy McMann and Allyson Gutwein were approved to sign. Nathan Messer made a motion to

approve Nathan Messer, Wendy McMann and Allyson Gutwein to sign on the card. Motion seconded by Nathan Frampton. Motion carried 4-0.

Wendy stated that the credit card application also wants a utility bill with the physical address on it, they currently don't have utilities turned on and nothing is getting mailed to the new location. It was mentioned to possibly use the purchase agreement documents.

Wendy McMann made a motion to approve the Architecture contract. Seconded by Nathan Frampton. Motion carried 4-0.

Allyson wanted to note that Jamestown took the CVB's advice and applied for an Eclipse grant through IU and was awarded the grant. As well as Brick Street poetry in Zionsville.

With no further business, Nathan Messer made a motion to adjourn the meeting at 5:23 pm. Motion seconded by Wendy McMann. Motion carried 4-0.

Minutes prepared by Lori Rapp