



November 14, 2023 Meeting Minutes

Present:

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

Absent: Matt Gentry

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

The Boone County Convention and Visitors Bureau met on November 14, 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:

No public comment.

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

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

Legal Discussion:

Attorney Audrea Racine would like to discuss Allyson’s contract at the December 12, 2023 meeting and the financial policy will be ready to be approved at the December 12, 2023 meeting. There will be a meeting December 12, 2023 in the Connie Lamar room followed by dinner at the Cobblestone in Zionsville at 6:30 pm. Wendy will send Audrea copies of the insurance policies.

In the Matter of Old Business:

Building plans from Halstead Architects are not accurate to what was discussed during the walk-through of the newly acquired office building.

In the Matter of New Business:

- a. Contract renewal for contract employees, Nathan Messer made a motion to not renew the contracts of the contracted employees. Motion seconded by Nathan Frampton. Motion carried 5-0.
Allyson will prepare a letter.
- b. Update contract for Stroup Media, the original contract was for \$3,500/mo now that they will be providing more such as content management & website management so the new contract amount will be \$5,500/mo. Donnie Lawson made a motion to approve the new contract with Stroup Media pending legal approval. Motion seconded by Wendy McMann. Motion carried 5-0.
- c. Marketing for 2024 Natahn Messer made a motion to approve the marketing for 2024 at \$47,000. Motion seconded by Kevin VanHorn. Motion carried 5-0.
- d. Strategic Plan summary Allyson feels that CVB should support the Heartland Fly Fishing. Nathan Messer would be in support to help them better market their event. Nathan Messer made a motion to approve the grant request of \$4,000 for Heartland Fly Fishing. Motion seconded by Wendy McMann. Motion carried 5-0.
- e. State of Tourism meeting – February 28th, 2024 at the Lebanon Public Library.

With no further business, Nathan Messer made a motion to adjourn the meeting at 5:25 pm. Motion seconded by Kevin VanHorn. Motion carried 5-0.

Minutes prepared by Lori Rapp