



Discover Boone County Meeting Minutes

May 13, 2025

Board Members in Attendance:

Greg Ballard

Tim Beyer

Amanda Cecil

Matt Genty

Wendy McMann

Kate Swanson

Kevin VanHorn

Doug Weisheit

Violet Worth

Legal Representative- Courtney

Allyson Gutwein (CEO)

Stroup Media- Collin Stroup

Note: No vacant spots on the board as of May 2025.

Opening of the Meeting:

The Discover Boone County (DBC) Board of Directors met on May 13th, 2025, in the new Discover Boone County building. The meeting was called to order by Amanda Cecil at 4:31 p.m.

In the Matter of Public Comments:

No public comment.

In the Matter of the Agenda– Director’s Report, Treasurer’s Report, and April 2025 Meeting Minutes:

Correction for March minutes- Doug wanted the record to reflect his vote on the board software as 7-1

Treasurer’s Report: Wendy McMann presented the report and touched on the transition to Synergos.

In the Matter of Old Business:

Attorney Update and Comments: no comments

Bookkeeper: Wendy asked for a reduction in the April payment since we did not use Synergos a full month

Website update: The newly updated website will be live on May 15, 2025. Collin Stroup, of Stroup Media, gave a walk-through of the new website, as well as a more detailed explanation of the reason for the changes. Suggestions made by the board will be taken into account with the finalization of the website. Greg suggested adding dates to annual festivals on events page. Additional suggestions made to use ‘Stay’ language front and center, use more language around ‘festivals’, blog and home page update. Amanda suggested the highlighting of short term rentals more prominently. Doug and Matt suggested using photos of larger hotels under ‘stays’ to better reflect inventory, as well as a greater variety of hotel photos (Greg and Kate). Use of the courthouse square for Lebanon was suggested. The question around ad banners and AI trip planning as additional features was brought up for consideration.

In the Matter of New Business:

Approval of Attraction Fund Application: Edit for application- discussion over non-profit only for applicants, take out ‘located in’ Boone County language, require applicants to follow up with

impact data, require applicants to submit a W-9, put emphasis on the answer of how the applicant will attract people from over 50 miles away. After edits are made send back through committee for approval. Clarify difference between the attraction fund and special projects.

Approval of Building Use Protocol: Edit for protocol: Vendors used for the event hosted must be Boone County based (catering, flowers, etc.). Technology- guests are allowed to use technology but no tech support will be available. Evening or weekend use- use outside of typical building operating house will require a \$100 fee (discussion around amount or hourly amount). Only use of first floor allowed.

Review of Budget: Doug presented an overview of the finance committee meeting and budget overview. Question around formatting, blueprint from Matt. Emphasis toward marketing in budget presented by Doug and Amanda/ Doug suggested marketing planning subcommittee. Finance committee will meet again before the June 6th meeting.

Additional business:

Survey for residents on tourism- Amanda asked each board member to get 5 people to fill out the tourism survey.

Governance committee meeting in July

With no further business, Amanda Cecil made a motion to adjourn the meeting. The motion was approved 9-0. The meeting adjourned at 6:29 p.m.

Next meeting is June 6th at noon, 115 W. North St., Lebanon.

Minutes prepared by Allyson Gutwein.