



## **Discover Boone County Meeting Minutes**

**March 11, 2025**

---

**Present:**

Tim Beyer  
Amanda Cecil  
Wendy McMann  
Greg Ballard  
Matt Genty  
Kevin VanHorn  
Doug Weisheit

**Zoom attendees:**

Kate Swanson  
Violet Worth  
Katie Sheets- Board Attorney

Allyson Gutwein (CEO)

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

---

**Opening of the Meeting:**

The Discover Boone County (DBC) Board of Directors met on March 11, 2025, in the new Discover Boone County building. The meeting was called to order by Amanda Cecil at 4:32 p.m.

**In the Matter of Public Comments:**

No public comment.

Amanda Cecil shared her congratulations for the three awards won at the Indiana Tourism Conference and for Allyson being selected to attend the Destinations International 2025 CEO Summit on a scholarship.

**In the Matter of Consent Agenda- Director's Report, Treasurer's Report and February 2025 Meeting Minutes:**

Matt Gentry made a motion to approve the consent agenda. Motion was seconded by Wendy McMann. A roll call vote was taken, Tim Beyer abstained, and the motion carried 8-0-1.

CEO report: Occupancy is strong and showing growth as pointed out from the CEO report. Allyson will share the State of Tourism power point presentation that can be shared with the public.

Treasurer's Report: Discussion was had about the budget, accounts, and transferring of funds; as well as discussion about the building loan payment terms. A motion was made to approve the transfer of funds and to investigate loan terms by Doug Weisheit. Motion seconded by Greg Ballard. A roll call vote was taken and unanimously approved 9-0.

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

Attorney Update and Comments: Filings with the State Board of Account have been done. And Katie was researching the Tourism Council statue to understand the board composition to give equal representation on the board. Katie advised that the DBC board composition could be changed if agreed upon by all. Amanda Cecil suggested looking at DBC bylaws first and to send this back to the committee for further discussion.

Bookkeeper: A proposal was submitted from Synergos that was below the budgeted amount for bookkeeping services. A motion was made to approve the proposal from Synergos by Doug Weisheit. The motion was seconded by Greg Ballard. A roll call vote was taken and unanimously approved 9-0.

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

SB252 and HB1223: Allyson gave an update on SB252, HB 1223 and State Budget affecting IDDC/ State Tourism. The bill is currently in the House of Representatives before the Ways and Means Committee. HB1223 died and there was discussion about wording being added to SB252. Allyson will send contact information as well as talking points for SB252 to the board.

**Committee Updates:** Amanda Cecil thanked everyone for committee participation last week-

Advocacy Committee Update: Greg Ballard reported discussion about the importance of getting the bill to go through cleanly and setting up a fund was discussed, with no project identified, for the increased Innkeepers Tax if SB252 passes this year.

Engagement Committee: Violet Worth discussed creating the attraction fund, defining and clarifying the language for the fund, and they will discuss the process to apply for the fund at the next meeting. Results from the focus groups for the countywide survey will be presented in June. Building usage was discussed, noting that tourist-related events with a staff member in the building were being considered. This will be put on the May agenda for further discussion.

Finance Committee: Doug Weisheit reported that they discussed having a balanced budget, ordering furniture for the new building, and getting a revised quote for cameras on the outside of the building. The committee will meet in May to create the budget, which will be presented at the June board meeting.

Amanda Cecil will set a meeting in April to forecast Q2 and other building expenses (such as blinds, parking area, and other items).

Governance Committee: Matt Gentry reported that they discussed the expansion of the Tourism Board and researching board management software for documentation organization. This will be discussed in more detail in April.

### **Other new business:**

Allyson gave an intern update: Madelyn Icenogle, a Ball State student, will be a paid intern for 40 hours a week for 8 weeks this summer by The Gregory S. Fehribach Center at Eskenazi Health.

Doug Weisheit started a discussion about increasing the credit card limit for the CEO of DBC. Doug Weisheit made a motion to raise the credit card limit for the CEO of Discover Boone County. The motion was seconded by Tim Beyer. A roll call vote was taken and unanimously approved, 9-0.

Doug Weisheit was asked by the Town of Whitestown President to present observations from the county that might be helpful. Doug Weisheit reported a list of observations from around the entire county regarding signage and other matters.

There was discussion about the new building decorations, such as framing old tickets found in the building and featuring local artists in a showcase gallery that could be switched out.

Amanda Cecil reported that the meeting schedule for future board meetings will continue monthly.

The June board meeting will be moved to Friday, June 6th, to include lunch, a budget meeting, and a 4 p.m. ribbon cutting and celebration of the new building.

With no further business, Tim Beyer made a motion to adjourn the meeting. The motion was seconded by Wendy McMann. A roll call vote was taken and unanimously approved, 9-0. The meeting adjourned at 5:50 p.m.

Minutes prepared by Leigh Ann Akard.