



Discover Boone County Meeting Minutes

April 8, 2025

Present:

Tim Beyer
Amanda Cecil
Doug Weisheit
Greg Ballard
Matt Genty
Kevin VanHorn
Kate Swanson
Katie Sheets- Board Attorney

Zoom attendees:

Violet Worth

Not Present:

Wendy McMann during the meeting

Allyson Gutwein (CEO)

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

Opening of the Meeting:

The Discover Boone County (DBC) Board of Directors met on April 8, 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.

Speaker– Brenda Myers, ITA Special Advisor on Data:

Brenda Myers gave a presentation about the Youth Sports Visitor Economy. She used Placer data to highlight the strengths and weaknesses of Boone County, as well as suggestions for improving success and targeting specific months for further growth.

In the Matter of the 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 Tim Beyer.

CEO report: Included discussions about Innkeeper Occupancy.

Treasurer's Report: Allyson Gutwein presented on behalf of Wendy McMann. Questions from board members were deferred to Wendy McMann for answers. The Finance Committee is meeting on April 21, 2025, to start on the 2026 budget, with the first draft ready in May.

In the Matter of Old Business:

Attorney Update and Comments: Discussion included the new HB 1427 amendments talking about pledges and changes to how tourism council appointments are made, in addition to the increase in the Innkeepers Tax. The State statute was put in the bill, the bill as written, and if passed, would change board appointments.

Bookkeeper: Allyson Gutwein reported that the transition is expected to be completed within the next month, pending coordination with Wendy McMann. She will also clarify when fees will begin.

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. An invite will be sent to the board to do a final review before the website goes live.

In the Matter of New Business:

Cameras for Building: Allyson had emailed the quote to the board prior to the meeting. The board requested an update to the contract language for "inside and outside the building". Doug Weisheit made a motion to approve the cameras. Tim Beyer seconded the motion. Motion carried 8-0.

Board Data System: OnBoard and Boardable were discussed, including pros and cons of each platform. Tim Beyer made a motion to go with Boardable. Motion was seconded by Kevin VanHorn. Motion carried 7-1.

TV appearance opportunity- Lost In TV: This opportunity was presented to the board for featuring the entire county on a nationally syndicated show. The decision was to get more information and send this to the Finance Committee for review. It was suggested that there possible could be some grant opportunities that would be used with this project. The IDDC grant application would need to be done by June 30, 2025. Allyson Gutwein will get more information and report to the Finance Committee for their review.

Additional business: none

With no further business, Amanda Cecil made a motion to adjourn the meeting. The motion was seconded by Tim Beyer. The motion was approved 9-0. The meeting adjourned at 6:37 p.m.

Minutes prepared by Leigh Ann Akard.