



Discover Boone County Meeting Minutes

July 8, 2025

Present:

Tim Beyer
Amanda Cecil
Greg Ballard
Matt Genty
Doug Weisheit
Kate Swanson
Violet Worth
Wendy McMann

Katie Sheets- Board Attorney

Allyson Gutwein (CEO)

Absent:

Kevin VanHorn

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 July 8, 2025, in the new Discover Boone County building. The meeting was called to order by Amanda Cecil at 4:30 p.m.

In the Matter of Public Comments:

No public comments.

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

Violet Worth made a motion to approve the consent agenda. Motion was seconded by Greg Ballard. The motion carried 8-0.

Executive Director's Report: Allyson gave a report on occupancy data, as well as an AirDNA update; she shared thank-yous for the open house success, shared some of the open house highlights, and discussed the collaboration with the Hussey-Mayfield Memorial Library on the Community Foundation Grant for communications and creating welcome packets in six different languages.

Treasurer's Report: Wendy McMann gave an update on the innkeeper's tax and the status of the reporting transition; this was moved to the finance committee for further discussion and review.

Minutes from the Previous Meeting: No changes or discussion were needed.

In the Matter of Old Business:

Attorney Update and Comments: Board Attorney Katie Sheets shared an explanation about the privacy policy for the website, is waiting to see what the county council does at their meeting for next steps in this area, discussed NDA review, and noted that the succession plan was removed but added to the code of ethics.

Bookkeeper Transition: Allyson reported that Synergos is working on the transition and reconciliations, and that they are working to switch over payroll by July 10th.

Committee Updates:

Engagement Committee: Approval of the Building Use Form

Approval of the Attractions Fund Form and Final Report

These documents were approved at the June board meeting and will be added to the website in July.

Advocacy and Governance Committee: Approval of the Code of Ethics document. Motion to approve made by Violet Worth. Seconded by Matt Gentry. Motion carried 8-0.

The Non-disclosure Agreement was removed

In the Matter of New Business:

Other New Business:

America 250 — 250th U.S. Anniversary, 2026: The first of four community meetings will be held on August 25, 2025, at the Lebanon Library. The new logo and theme of Boom County was revealed. Events will be planned to start in January 2026 and continue through July 4, 2026, for the entire county leading up to the anniversary. Discussion of possible events included: themed murals, porch decorating contests, a half marathon, bike race (warm-up race for the big one in July), kid's triathlon, mudder event, color run (red, white, and blue), CrossFit on the farm, weekend concert series, expand the concert series performances, all American car show, additional race for Harvest 50, Boone's Got Talent, and an activity before a bigger concert. It was suggested to reach out to Eric Spall, Boone County Historian, to collaborate.

WMBA All-Star Scavenger Hunt is coming to Lebanon on Wednesday, July 9, 2025.

Additional New Business:

Marketing Report: Doug Weisheit gave the approved list of events for the festival association support and said the special projects budget is still being discussed.

President Amanda Cecil updated the board that the committee meetings would review the financial signatures and the Policies and Procedures Manual.

Amanda Cicil received a Fulbright appointment and is going to take a leave of absence from September through November. Justin Hage will be the Zionsville-appointed board member in Amanda's absence.

There was discussion around electing a president for the board for the time that Amanda is out of the county. Violet Worth nominated Kate Swanson for President. Seconded by Matt Gentry. Motion carried 8-0.

Amanda Cecil made a motion to adjourn, and Tim Beyer seconded the motion.

With no further business, the meeting adjourned at 5:35 p.m.

Minutes prepared by Leigh Ann Akard.