



Discover Boone County Meeting Minutes

November 11, 2025

Present:

Matt Genty
Justin Hage
Megan Lingerfeldt
Wendy McMann, Secretary/Treasurer
Doug Weisheit
Violet Worth- Zoom

Katie Sheets – Board Attorney

Not Present:

Tim Beyer
Kate Swanson, President
Kevin VanHorn

Allyson Gutwein (CEO)

Pursuant to Ind. Code § 5-14-9-1 *et seq.*, Discover Boone County discloses the name of each appointed officer serving on the board, along with the appointing authority and board term of each appointed officer:

1. Kevin VanHorn – Boone County Council appointee – Jan 1, 2025, to Dec 31, 2025
2. Tim Beyer – Boone County Commissioners appointee – Jan 1, 2025, to Dec 31, 2025
3. Matt Genty – Town of Whitestown appointee – Jan 1, 2024, to Dec 31, 2025

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

Opening of the Meeting:

The Discover Boone County (DBC) Board of Directors met on November 11, 2025, in the Discover Boone County building. The meeting was called to order by Vice President Matt Gentry at 4:46 p.m.

In the Matter of Public Comments:

No public comments.

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

Doug Weisheit made a motion to approve the consent agenda. Motion was seconded by Wendy McMann. The motion carried 5-0.

CEO Report, Treasurer's Report, and the minutes from the previous meeting, where no changes or discussions were needed.

In the Matter of Old Business:

Attorney Update and Comments: Katie Sheets, Board Attorney, reported there have been conversations with the auditor and treasurer about the confusion on the collection of the tax increase. She is trying to see if they can collect them before Jan. 1, 2026, if possible. There was discussion about the tourism commission appointments that will change with the new statute. Recommendations have been made to Beth, and the commissioners are on track to make new appointments for 2026.

Secretary Update: Wendy McMann reported:

1. The Innkeeper's tax report has made some adjustments to it, and now it does not show each hotel's total. She is going to work to get amounts for the 2026 budget.
2. There was also discussion around the collections of Innkeeper's tax as it relates to the 30-day rule.
3. There was discussion from the finance committee about January expenses and paying down the principal mortgage balance.
4. Taxes: Barnes Stenig provided a draft copy of the taxes to Wendy. A few items were identified that need adjustment, depending on how the treasurer provides the collection amounts. Page 1 will be amended to reflect the correct revenue amounts. Amended copies should be available.

Fairground Scheduling Program Request: Clarification of the request was provided to say that they are requesting funding assistance for a one-time software purchase with a monthly service fee; after discussion of usage, funding, and ongoing costs, Wendy McMann made a motion to support a \$5,000 one-time expense, Justin Hage seconded, motion passed 5-0.

2025 Goals: Allyson Gutwein reported that she met all her 2025 performance goals for this year and will present the 2026 goals at the December meeting.

30-Day Rule for Hotels: Further discussion occurred regarding the 30-day innkeepers tax collection. Although occupancy is up, collections are down. The board considered whether to pursue an amendment to offset the loss but noted concerns about opening the Innkeeper's Tax for changes.

In the Matter of New Business:

Other New Business:

Additional Discussions:

The board congratulated Doug Weinsheit for being awarded the Visit Indiana Leadership Award after being nominated by Discover Boone County.

Justin Hage reported that the hotel study is complete for Zionsville. He noted that there is significant interest and potential with the project.

Matt Gentry reported that the new Fairfield Inn in Lebanon is set to open in January or February 2026. The Bar Louie is set to open before Christmas. The project will roll into the next hotel after this property is finished. He also reported that Stone Eater Park hosted the Indiana High School Mountain Biking Association tournament.

Matt Gentry made a motion to adjourn, and Wendy McMann seconded the motion. Motion carried 5-0.

With no further business, the meeting adjourned at 5:22 p.m.

Minutes prepared by Leigh Ann Akard.