



## **Discover Boone County Meeting Minutes**

### **September 9, 2025**

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**Present:**

Tim Beyer  
Matt Gentry  
Justin Hage  
Megan Lingerfeldt  
Wendy McMann, Secretary/Treasurer  
Kate Swanson, President  
Kevin VanHorn  
Doug Weisheit  
Violet Worth – via Zoom

Courtney Darcy – Board Attorney

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 Gentry – Town of Whitestown appointee – Jan 1, 2024, to Dec 31, 2025

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

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### **Opening of the Meeting:**

The Discover Boone County (DBC) Board of Directors met on September 9, 2025, in the new Discover Boone County building. The meeting was called to order by Kate Swanson, President, 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 August 2025 Meeting Minutes:**

Matt Gentry made a motion to approve the consent agenda. Motion was seconded by Wendy McMann, Secretary/Treasurer. The motion carried 8-0.

Executive Director's Report: New board members, Justin Hage and Megan Lingerfeldt, were introduced to the board.

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

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

Attorney Update and Comments: Courtney Darcy, Board Attorney, reviewed the proposed revisions to the bylaws and only had minor corrections and suggestions. The Boone County Council passed the proposed Innkeeper's Tax increase on September 9, 2025.

Taxes and Audit: Allyson Gutwein, CEO, has reached out to get an update on what information is still needed to complete the audit. As of the time of this meeting, she had not heard back from them. Wendy McMann will reach out to them again to find out what additional information is still needed to complete the audit. The goal is for the audit to be completed in September, and taxes to be submitted in October.

#### Committee Updates:

Bylaws Approval- Advocacy and Governance Committee: As part of the committee's ongoing review of organizational governance and operational policies, the following items were presented by Doug Weisheit and discussed by the board. Each item was reviewed and amended as needed by board consensus:

1. Section 2, #6 (Hiring Employees): Suggested updated wording to clarify that the board approves the creation of positions and the associated roles.
2. Board Member Terms: Proposed that initial board appointments include one 1-year and one 2-year term. Moving forward, all appointments would be for 2-year terms. Appointments made by the Council and Commissioners would remain at 1-year terms.
3. Section 4 (Director Removal Clause): Recommended removal of the line stating that a director may be removed by a 2/3 vote.

4. Annual Meeting Timing: Updated language to indicate the annual meeting will be held at the same time as the Tourism Commission's annual meeting, rather than specifying a particular month.
5. Appointment Timing: Clarified that board appointments will be made annually in December.
6. Removal of Section 4: Agreed to eliminate Section 4 entirely, per recommendation.
7. Attendance Reporting: Suggested implementing a practice of sending a report, including board member attendance, to the appointing bodies each November.

Each proposed revision was discussed by the board and approved as part of the ongoing governance document updates.

Finance Committee: Financial policy copies were distributed to the board for their review and input. There was healthy discussion around the policy. Kevin VanHorn made a motion to approve the new financial policy as presented. Seconded by Wendy McMann. The motion passed 8-0.

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

#### **Other New Business:**

Allyson Gutwein reported July's occupancy rate was 84.2% , with a YTD rate of 70.5% (average is 55%; high is 65%). This led to discussion about the need for workforce development for hotels and other hospitality-related industries to be able to have the workforce needed to provide a high level of quality service.

Advocacy Update for Q3: Allyson Gutwein reported that the Innkeeper's Tax Increase Resolution passed on the 2<sup>nd</sup> reading by the Boone County Council. There is a 45-day lead time for the hotels to implement. Letters will be sent via certified mail, and notifications will be made to other booking sites for Airbnb-type lodging options.

Additional Discussions: Allyson Gutwein shared that the Innkeeper's collection amount goes down when someone has stayed over 30 days. An attorney with Eli Lilly wanted to meet to discuss their willingness to possibly help to lobby for Discover Boone County to get the 30-day timeframe suspended until the end of their peak construction in 2027. It was suggested that conversations happen in advance of the next legislative session. Matt Gentry suggested going until 2028 based on anticipated growth. Doug Weisheit made a motion to explore these options. Matt Gentry seconded the motion. Motion passed 8-0.

Matt Gentry reported that they are getting close to the opening in October of the Fairfield Inn in Lebanon.

#### **Additional New Business:**

Kate Swanson made a motion to adjourn, and Justin Hage seconded the motion.

With no further business, the meeting adjourned at 5:13 p.m.

Minutes prepared by Leigh Ann Akard.