



Discover Boone County Meeting Minutes

March 19, 2026

Present:

Tim Beyer
Amanda Cecil
Wendy McMann
Courtenay Smock
Kevin VanHorn
Doug Weisheit
Allyson Gutwein (CEO)
Katie Sheets – Board Attorney

Not Present:

Matt Gentry
Justin Hage
Dustin Plunkett
Vacant Lebanon appointment

Pursuant to Ind²Code § 5-14-1⁵-1 *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:

- 1² Tim Beyer – Boone County Commissioners appointee – Jan 1, 2026, to Dec 31, 2026
- 2² Kevin VanHorn – Boone County Council appointee – Jan 1, 2026, to Dec 31, 2026
- 3² Courtenay Smock – Whitestown appointee – Jan 1, 2026, to Dec 31, 2026
- 4² Matt Gentry – Lebanon appointee – Jan 1, 2026, to Dec 31, 2027
- 5² Dustin Plunkett- Boone County Council appointee- Jan 1, 2026, to Dec 31, 2026

The following individuals also serve on the Discover Boone County board, along with the appointing authority and board term of each board member²

- 6² Amanda Cecil- Zionsville appointee- Jan 1, 2026, to Dec 31, 2026
- 7² Justin Hage – Zionsville appointee – Jan 1, 2026, to Dec 31, 2026
- 8² Wendy McMann- Boone County Commissioners appointee- Jan 1, 2026, to Dec 31, 2027
- 9² Doug Weisheit- Whitestown appointee- Jan 1, 2026, to Dec 31, 2027

Note: One vacant spot on the Board as of March 19, 2026

Opening of the Meeting:

The Discover Boone County (DBC) Board of Directors met on March 19, 2026, in the Discover Boone County building. The meeting was called to order by President Amanda Cecil at 4:30 p.m.

Confirmation of New Board Member:

The Lebanon appointment remains an open seat on the board as of this board meeting.

In the Matter of Public Comment:

No public comments.

In the Matter of Consent Agenda – Director’s Report, Treasurer’s Report, and February 2026 Meeting Minutes:

The following revisions were requested to be made to the February minutes: the Tourism Council meeting is on April 21, 2026, starting at 3:45pm followed by the Board Meeting at 4:30pm; and it was requested to list the appointment terms for all board members on the minutes going forward.

Wendy McMann made a motion to approve the consent agenda with the amendments. Motion was seconded by Kevin VanHorn. The motion carried 6-0.

Executive Director's Report: Allyson Gutwein reported the new Placer.ai information has been added to the ED report moving forward, providing more detailed insights. Overnight visitation continues to rise. While it was initially thought to be driven by workers, data shows 68% of trips are one-night stays with an average stay of 2.7 nights, pointing more toward traditional tourism. Overnight leakage is at 25.5%, down more than 20% from last year. This reflects strong progress in efforts to keep visitors in Boone County. ADR and RevPAR are continuing to increase, showing positive growth for local hotels. February numbers reflect these trends.

Treasurer’s Report: Wendy McMann reported that an itemized list was requested from Sarah but has not been received yet. Innkeeper's Tax was not reported this month due to questions around the monthly amounts.

In the Matter of Old Business:

Attorney Update and Comments: Katie Sheets, Board Attorney, updated the board on the status of the Innkeeper’s Tax. Beth Copeland sent letters to all hotels regarding the collection of the Innkeeper's Tax. Any inquiries or contacts about the letters sent by Beth about the Innkeeper’s Tax should be directed to Beth Copeland.

There was a meeting held last month, in which the treasurer and auditor did not attend, but they will direct inquiries to Beth.

Three hoteliers wanted to speak directly with Beth in regard to her letter sent out; however, she was unavailable and a meeting was set for a future date.

Beth is looking into the ability to add hotel names to the reporting but is concerned about taxpayer confidentiality.

There was discussion about implementing a non-disclosure agreement for the organization, and Katie will work on writing one up?

In the Matter of New Business:

America 250- Boone County Indiana Fund: The Community Engagement Committee discussed the America 250 Boone County Indiana Fund funding for events, with three recipients selected in the first round? Four applications were received: three were awarded funds for aligning with the guidelines, and one was rejected for not meeting the criteria? The awards included: \$8,000 to Whitestown Soldiers Memorial Plaza, \$2,500 to Heavenly Acres for year-round programming, and \$10,000 to the Boone County 4th of July Committee? Kevin VanHorn made a motion for these awards to the board for approval; no second was needed? Courtenay Smock recused himself from the vote? The vote passed 5-0?

Marketing Contract for America 250: Allyson Gutwein shared the WISH-TV proposal with the board, but noted she'd like to go back and make some changes? The plan focuses on targeted advertising through streaming services for America 250, reaching viewers within 50 miles and beyond, especially those interested in local activities? It also offers better long-term media tracking, with data and metrics to see how well it performs? She suggested using half of the \$50,000 America 250 marketing funds-\$25,000-for this proposal? Doug Weisheit made a motion to approve the proposed \$25,000? Wendy McMann seconded the motion? The motion passed 6-0?

Advocacy: Amanda Cecil brought up a discussion about potential issues with TSA and airport delays? While Indianapolis Airport isn't currently having problems, she suggested donating \$500 in gift certificates, in \$20 increments, to TSA workers through Guest Services in preparation for the Final Four weekend? The board agreed to the \$500 donation? Amanda Cecil made the motion, seconded by Doug Weisheit? The motion carried 6-0?

Guest Speaker at May Board Meeting: Jack Jones will give an informational update to the board about the Boone County 4-H Fairgrounds?

Wreath-laying Memorials: Doug Weisheit suggested that if there are funds still available in the America 250- Boone County Indiana Fund that patriot memorials be placed at gravesites if missing one? He will work on getting a quote?

Final Four: Working with Indiana Sports Corp and The Heart of Lebanon, Alley Oop will be one of the stops in the Indiana Hoops Pass scavenger hunt?

TrailMixer: Discover Boone County received a \$750 grant to participate in TrailMixer? Discover Boone County will host an event on April 25th along the Whitestown portion of the Big 4 Trail, with signs posted in both directions on the trail directing guests to a reception at LA Cafe from 11 a.m. to 2 p.m.

Strategic Planning Meeting: Working on confirming the date?

Tim Beyer made a motion to adjourn the meeting? Seconded by Wendy McMann? The motion carried 6-0? With no further business, the meeting adjourned at 5:32 p.m.

Minutes prepared by Leigh Ann Akard?