



Discover Boone County Meeting Minutes

May 19, 2026

Present:

Tim Beyer
Amanda Cecil
Justin Hage
Wendy McMann
Courtenay Smock
Kevin VanHorn
Doug Weisheit
Allyson Gutwein (CEO)

Not Present:

Matt Gentry
Dustin Plunkett
Matt Wilson
Katie Sheets – Board Attorney

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
 - 10² Matt Wilson- Lebanon appointee-
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Opening of the Meeting:

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

In the Matter of Public Comment:

No public comments.

Boone County Fairgrounds Update: Jack Jones shared about the history of the Boone County 4-H Fairgrounds. He gave an overview of all the buildings on the property of the fairgrounds, including the occupancy and uses for each building. He shared their gratitude for the support over the years. They are training for the new event software, and they anticipate the software will be used after the fair.

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

Minutes: Wendy McMann made a motion to approve the consent agenda with the amendments. Motion was seconded by Kevin VanHorn. The motion carried 7-0.

Executive Director's Report: Allyson Gutwein reported that April was another very solid month. The Star report shows hotel occupancy for a running 12 months at 75% year to date, the average rate is around 52%.

Allyson has received a scholarship to attend the Destinations International annual conference in Portland, Oregon, this July.

Treasurer’s Report: Wendy McMann shared the Innkeepers Tax Report monthly totals and balance in the account. She tried to get a federal ID number for the Tourism Council for the monthly account draws, but she needed clarification on the classification. There was also discussion about the new hotel properties coming to Boone County. Doug Weisheit made a motion to approve the Treasurer’s Report and Minutes as presented. Motion was seconded by Tim Beyer. The motion carried 7-0.

In the Matter of Old Business:

Attorney Update and Comments: Katie Sheets, Board Attorney, was not in attendance. Allyson gave an update from Katie. The County Council approved the \$250,000 appropriation. The Tourism Council will begin taking monthly draws once the account is set up. The appropriation for the Indianapolis Executive Airport will come out of Q1.

There was discussion about the structure for the Tourism Council per HB1215, effective July 1, 2026.

The Board discussed a request seeking permission to use Discover Boone County photography. Discussion centered on existing image usage agreements and policies, noting that many images are licensed specifically for tourism promotion and that use outside of tourism-related purposes would not align with the original terms under which they were obtained. Following the discussion, the Board agreed that allowing use of Discover Boone County photography for non-tourism purposes could be a conflict with established agreements and policies; therefore, the request is denied.

In the Matter of New Business:

Marketing Contracts:

The board discussed the contract for Nate Spangle, an influencer partnership with Discover Boone County, including content creation and podcast promotion. Doug Weisheit made a motion to approve the contract. Motion seconded by Kevin Van Horn. Motion passed 7-0.

The Board also reviewed a Nextstar Media Group proposal for targeted online advertising using purchased data, with a test market investment running from June 1 to year-end to evaluate effectiveness and inform long-term strategy. The campaign would initially focus on South Bend and Greencastle based on Placer data, with potential expansion to Terre Haute and Lafayette. Courtenay Smock made a motion to approve the marketing contract request as presented for Nexstar Media Group. Motion seconded by Wendy McMann. The motion carried 7-0.

Strategic Plan: The Indiana Tourism Association provided a proposal to develop a strategic plan led by Brenda Myers, Brad Blackford, and Carrie Lambert, with an estimated timeline of six months. It was noted that funding would come from special projects. Doug Weisheit made a motion to approve the proposal. Motion seconded by Tim Beyer. Motion passed 7-0.

Budget Review: Doug Weisheit discussed the budget for 2027 that the finance committee presented to the Board, including highlighting special project funds being used to create a signature event for all of Boone County, looking for additional ways to market events and weddings in Boone County, the hiring of one full-time staff person and one administrative staff position, a slight increase in contracts, including adding funds for additional photographers, and increased mortgage payments. Doug Weisheit made a motion to approve the Discover Boone County 2027 Budget. Motion seconded by Tim Beyer. Motion carried 7-0.

Additional Staff: The Board discussed reallocating the marketing budget for printed materials to support staffing needs, including establishing an in-person Executive Assistant position. The role would provide on-site support, ensure a consistent presence in the office, and oversee and coordinate the organization's interns.

Additional new business:

Honoring Boone County Revolutionary War Patriots: Doug Weisheit shared the success to date of the wreath-laying ceremonies, including having 7 direct descendants attend the May 6, 2026, ceremony honoring John Wesley Leap.

July Meeting Date: There will not be a board meeting in July. The August 18, 2026, board meeting will be a longer meeting.

America 250 – Boone County, Indiana Fund Kevin VanHorn made a motion to approve the funding requests as presented by the committee chair. Motion was seconded by Tim Beyer. The motion passed 7-0.

Tim Beyer made a motion to adjourn the meeting. Motion seconded by Amanda Cecil. The motion carried 7-0. With no further business, the meeting adjourned at 5:34 p.m.

Minutes prepared by Leigh Ann Akard.