Discover Boone County Meeting Minutes

June 16, 2026

Present:
Tim Beyer
Amanda Cecil
Matt Gentry
Justin Hage
Wendy McMann
Courtenay Smock
Kevin VanHorn
Doug Weisheit – via Zoom
Matt Wilson
Katie Sheets – Board Attorney
Allyson Gutwein (CEO)

Not Present:
Dustin Plunkett

Pursuant to Ind Code § 5-14-1 5-1 *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. Tim Beyer – Boone County Commissioners appointee – Jan 1, 2026, to Dec 31, 2026
2. Kevin VanHorn – Boone County Council appointee – Jan 1, 2026, to Dec 31, 2026
3. Courtenay Smock – Whitestown appointee – Jan 1, 2026, to Dec 31, 2026
4. Matt Gentry – Lebanon appointee – Jan 1, 2026, to Dec 31, 2027
5. 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 member

6. Amanda Cecil- Zionsville appointee- Jan 1, 2026, to Dec 31, 2026
7. Justin Hage – Zionsville appointee – Jan 1, 2026, to Dec 31, 2026
8. Wendy McMann- Boone County Commissioners appointee- Jan 1, 2026, to Dec 31, 2027
9. Doug Weisheit- Whitestown appointee- Jan 1, 2026, to Dec 31, 2027
10. Matt Wilson- Lebanon appointee-

Opening of the Meeting:

The Discover Boone County (DBC) Board of Directors met on June 16, 2026, at the Discover Boone County building. The meeting was called to order by President Amanda Cecil at 4:30 pm.

In the Matter of Public Comment:

There were no public comments.

Confirmation of Additional Board Member: Matt Gentry introduced Matt Wilson to the board as Lebanon Appointee. Matt Wilson is the Executive Director at Boone County Mentoring Partnership and also serves on the Board of Directors for The Heart of Lebanon.

Allyson Gutwein introduced our summer interns Maddie Icenogle and Lizzie Hefner, who are back with Discover Boone County. Maddie Icenogle has returned as an intern through the Fehribach Center.

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

Wendy McMann made a motion to approve the consent agenda. Motion was seconded by Kevin VanHorn. The motion carried 8-0.

Executive Director's Report: Allyson Gutwein reported that Boone County continues to see extraordinarily high occupancy rates. Occupancy for short-term stays is at 70%. The STR report is showing 76.9% occupancy for the year. April is typically at 60% occupancy, and this year it was at 86.2% occupancy. They are seeing higher revenue across the board, and Boone County is in the top 3 for the state.

Allyson also shared that she is a degree candidate at Harvard and that adaptive tourism will likely be the subject of her thesis.

The new plaque ordered for the Boone County Courthouse memorial for the Revolutionary War patriots has arrived and should be installed before the last wreath-laying ceremony on Wednesday, June 24, 2026. Discover Boone County was awarded $1,000 by the Indiana Semiquincentennial Commission to be applied to the cost of the plaque.

Treasurer's Report: Wendy McMann reported that she had a Zoom meeting with Amanda Meko from the accounting firm and that, overall, it was a great audit report. There were a couple of corrections from last year that were not entered, so they are working to reconcile those amounts.

She also reported that last year additional funds were put towards the building's mortgage.

Their hard work was commended by Amanda Cecil, board president.

Wendy also reported that she received the Innkeeper's Tax Report, and that there are 5 hotels that have 4 months, 3 hotels that have 3 months, and 2 hotels that should be paid by next month their taxes.

CEO Contract Discussion: The Board of Directors had a private discussion regarding the CEO contract.

In the Matter of Old Business:

Attorney Update and Comments: Katie Sheets, Board Attorney, reported that she is working on the application to obtain an EIN for the Tourism Council to make monthly draws She needs more information to verify where to get the verification numbers requested on the application

In the Matter of New Business:

Executive Operations Assistant: Allyson reported that more than 30 applications were received for the position Kelly Coats will be starting on Wednesday, June 24, 2026 She has over 27 years in tourism and operations

America 250 Fund Application Review: The committee brought 2 applications to the board: one for WITT Radio and one for the Boone County Historical Society Kevin VanHorn made a motion to approve the requests but abstained from voting on the Boone County Historical Society application because he serves that organization The motions carried 8-0 and 7-0, respectively

Indiana State Festival Association publication: Doug Weisheit explained to the board the proposed changes to the printing of the 2027 Indiana Festival Guide Courtenay Smock made a motion to approve the contract using the print marketing funds Wendy McMann seconded the motion The motion carried 8-0

Wheel the World: Wheel the World is an organization that audits various sites and hotels for accessibility A three-year agreement was presented, with different locations to be evaluated each year There was discussion about the length of the agreement Justin Hage made a motion to sign a one-year agreement or a three-year agreement with a cancellation clause for up to $25,000 for the first year Courtenay Smock seconded the motion The motion carried 8-0

Additional new business:

Social Media Presentation: Courtney Cook gave an in-depth review of all social media platforms over the last 6 months The highlights she pointed out included an increase in followers, shares, and engagement

Strategic Planning Meeting: The meeting is scheduled for September 4, 2026, from 8am-noon

There is no meeting in July The next meeting will be on August 18, 2026

Wendy McMann made a motion to adjourn the meeting Motion seconded by Matt Gentry The motion carried 8-0 With no further business, the meeting adjourned at 5:34 p m

Minutes prepared by Leigh Ann Akard