Discover Boone County Meeting Minutes

August 18, 2026

Present:
Amanda Cecil
Wendy McMann
Courtenay Smock
Kevin VanHorn
Doug Weisheit
Matt Wilson
Katie Sheets - Board Attorney
Allyson Gutwein (CEO)

Not Present:
Matt Gentry
Tim Beyer
Justin Hage
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 August 18, 2026, at the Discover Boone County building. The meeting was called to order by President Amanda Cecil at 4:30 p.m.

Amanda Cecil wanted to publicly thank Doug Weisheit for all his work to honor the Revolutionary War Patriots in Boone County, and Kevin VanHorn for the efforts with the decorations and bunting around the Boone County Courthouse. She also wanted to thank Courtenay Smock and Doug Wesheit for representing Discover Boone County at the Independence Day celebration in Whitestown on July 3, 2026.

In the Matter of Public Comment:

There were no public comments.

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

Wendy McMann made a motion to approve the consent agenda. Motion was seconded by Courtenay Smock. The motion carried 6-0.

Executive Director's Report: Allyson Gutwein reported that the STAR report continues to show strong lodging performance, with July occupancy reaching 83.5%. She noted that despite the addition of new hotel rooms in the market, the additional inventory has been absorbed while overall occupancy has continued to increase.
Both ADR (Average Daily Rate) and RevPAR (Revenue Per Available Room) increased, with RevPAR up approximately 25%. July RevPAR was $123.21, compared to approximately $114 in 2025.

Courtenay Smock reported that there is a dual-branded hotel coming to Whitestown and that discussions are underway regarding another potential hotel property. Allyson Gutwein shared that CoStar shows six total properties coming online (that would include dual branding).

Treasurer Report: Wendy McMann reported that the financials remain strong and that continued strong numbers are expected as properties catch up on the 3% innkeeper's tax. She noted that revenues may reflect higher-than-normal collections for the remainder of the year as properties make up outstanding amounts.

In the Matter of Old Business:

Attorney Update and Comments: Katie Sheets, Board Attorney, reported that the Tourism Commission's bank account has been opened. Going forward, requests will be made by the Treasurer to the Auditor for fund transfers, with ACH information provided once the process is finalized.

She also reported that a letter was sent to the Treasurer in June outlining the Tourism Commission's right to receive a complete list of hotel remittances. She is waiting for a response.

In the Matter of New Business:

Handbook Updates: The employee handbook should be reviewed and updated every two to three years. It was updated this year as part of the audit process.

America 250 Fund Application Review: The committee, led by Kevin VanHorn, brought three applications to the board: Festival of the Turning Leaves, Zionsville Lions Club, and Zionsville American Legion. Doug Weisheit made a motion to approve the requests. Motion seconded by Wendy McMann . The motions carried 6-0.

Boone County Community Data Dashboard: Allyson Gutwein shared that Discover Boone County has been asked to be a founding partner of the Community Data Dashboard. The dashboard will provide a central location for sharing community data, including information relevant to Discover Boone County, making it easier for the community to access data in one place.

Additional new business:

Strategic Planning Meeting: The strategic planning meeting will be held September 4, 2026, from 8:00 a.m. to noon in lieu of the regular board meeting.

The next board meeting will be October 13, 2026.

Kevin VanHorn made a motion to adjourn the meeting. Motion seconded by Wendy McMann. The motion carried 6-0. With no further business, the meeting adjourned at 5:06 p.m.

Minutes prepared by Leigh Ann Akard.