



eccvb.org
3421 Cassopolis Street
Elkhart, Indiana 46514
OFFICE: 574-262-8161
TOLL-FREE: 800-262-8161
FAX: 574-262-3925

ELKHART COUNTY CVB BOARD OF DIRECTORS

Minutes of Public Meeting

Friday, November 8, 2019, at Elkhart County Visitors Center, 3421 Cassopolis Street, Elkhart, IN

PRESENT: Mr. Levi King, Board of Directors President
Ms. Eleanor Billey, Board of Directors Vice President
Mr. Larry App, Board of Directors
Mr. Dan Bearss, Board of Directors
Mr. Arvis Dawson, Board of Directors
Mr. Brian Hoffer, Board of Directors
Mr. Dan Shoup, Board and Commission President

ATTENDING: Ms. Gita Patel, Commission Vice President
Mr. Rick Jenkins, Commission Secretary/Treasurer
Mr. Scott Baker, Commission
Mr. Kurt Janowsky, Commission
Mr. A. Patel, Commission
Ms. Beth Ronzone, Commission
Ms. Diana Lawson, Chief Executive Officer
Mr. Terry Mark, ECCVB Staff

CALL TO ORDER

Mr. L. King called the meeting to order at 8:04 a.m.

APPROVE SEPTEMBER MINUTES

Ms. E. Billey moved to approve the minutes of the September 13, 2019, meeting. Mr. A. Dawson seconded. A vote was held and it was approved with all in favor.

FINANCIAL REPORT

Ms. D. Lawson referred members to the balance sheet provided in advance of the meeting, which shows total assets of \$1,222,195.67. She said the income statement shows total revenue year-to-date of

\$2,529,491 and the Elkhart County CVB is on track to meet our obligations with our budget, including travel guide income, cooperative marketing. She said expenses are largely in line with expectations. Mr. L. King noted that the \$400,000 allocated for buildout of the new visitor center didn't come from tax revenue.

Mr. D. Bearss moved to accept the financial report. Mr. B. Hoffer seconded. A vote was held and it was approved with all in favor.

BOARD RESIGNATION & APPOINTMENT

Mr. D. Shoup noted that he received from Mr. L. King a copy of a letter in which Ms. Kim Clarke resigned from the Elkhart County CVB board of directors. Mr. D. Shoup said he accepted her resignation. Subsequently, Mr. D. Shoup said he, Mr. L. King and Ms. D. Lawson met with Mr. Larry App, who has an interest in joining the board and experience with other organizations.

Mr. L. App introduced himself as an Elkhart native who now lives in Bristol. He said he worked as a corporate controller for 25 years but now spends more time on visual storytelling. Mr. L. App also said he does accounting work for the Lerner Theatre in Elkhart. Mr. L. App said his approach as secretary/treasurer of the board would be keep things simple and focus on providing the details on important matters. Ms. D. Lawson said she is excited about Mr. L. App being in the organization.

The commission appointed Mr. L. App to the Elkhart County CVB board of directors.

2020 OFFICERS

Mr. B. Hoffer presented the slate of officers — Mr. Levi King for president, Ms. Eleanor Billey for vice president, and Mr. Larry App for secretary/treasurer.

Mr. B. Hoffer moved to accept the slate of officers. Mr. D. Bearss seconded. A vote was held and it was approved with all in favor.

2020 BUSINESS PLAN & BUDGET

Ms. D. Lawson referred everyone to the printed Business Plan and Budget provided in advance of the meeting. She said activities in 2019 included a new corporate brand, destination brand, place DNA, and niche development strategy. She said the Elkhart County CVB's plan is to grow the destination in the right way, with an economic, social and cultural balance, and deliver experiences that align with our DNA. Ms. D. Lawson said the CVB will be building teams that represent the niches Cultural Explorer - Amish, Cultural Explorer - History, Creatives, and Roadtrippers. This process will include creating team development toolkits, providing learning opportunities for partners to help tell their stories, and providing technical assistance to develop experiences, videography, photography, marketing and cross-selling.

Mr. L. King said this is creating a vibrant community and contributing to economic development. There was continued discussion on the destination and experiences.

Ms. D. Lawson praised the Elkhart County CVB staff for its work on pushing Elkhart County forward.

Mr. D. Bearss moved to approve the 2020 Business Plan. Mr. A. Dawson seconded. A vote was held and it was approved with all in favor.

Mr. B. Hoffer moved to accept the 2020 Budget. Mr. A. Dawson seconded. A vote was held and it was approved with all in favor.

The Elkhart County Innkeepers Tax Commission approved the 2020 Business Plan and Budget.

Mr. B. Hoffer said a memorandum of agreement takes each year's business plan and puts it in the form of a contract. It's an agreement between the commission and the Elkhart County CVB on responsibilities. It was proposed that both the commission and board authorize their respective presidents to execute the agreement.

Mr. B. Hoffer moved to authorize Mr. Levi King to execute the memorandum on behalf of the board. Mr. A. Dawson seconded. A vote was held and it was approved with all in favor.

BUREAU UPDATE

Ms. D. Lawson said the Elkhart County CVB will be required to complete audit and submit it to the state gateway site in 2020. She described the historical context and this attempt by the State Board of Accounts to standardize reporting. She said 2019 was a grace year to help prepare for 2020. The cost will be between \$11,000 and \$13,000 and the audit will occur in the spring.

Ms. D. Lawson said third-party vendors are now expected to collect innkeepers tax at point of sale and send it monthly to the state. Since July 1, this also applies to someone who rents out a home as a vacation rental. There was a system disruption because online collections were being sent to the state, while point-of-sale payments collected by lodging property were sent to respective counties. There was ongoing discussion regarding innkeepers tax and third-party rentals.

Ms. D. Lawson said the Elkhart County CVB was awarded the bid to host the 2021 Indiana Tourism Conference. She said it's exciting to have won over four other bidders. The Elkhart County area will be working to secure more state and regional conferences.

Ms. D. Lawson said Iechyd Da of Elkhart won Indiana's Cool North best seasonal brew, and Wedgewood Brewing of Middlebury was second.

Ms. Dawson said there will be a Vibrant Communities big event on January 22 from 4 to 6 p.m. at the Lerner Theatre. Peter Kageyama is returning to speak and will also be touring the community. This event will also be the reveal of the Well Crafted brand and include an exhibit of well-crafted Elkhart County products.

Ms. D. Lawson invited everyone to a holiday gathering on Thursday, Dec. 19, at Artisan. It's also been decided that the 2020 holiday gathering will be in Nappanee at Ruhe 152.

SET NEXT MEETING

The next meeting will be 8 a.m. Friday, January 10.

ADJOURNMENT

The meeting adjourned at 9:21 a.m.

Respectfully submitted,

Terry Mark
Staff Recorder

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