



[eccvb.org](http://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, January 13, 2023, at Elkhart County Visitors Center, 3421 Cassopolis Street, Elkhart, IN

PRESENT: Mr. Levi King, Board of Directors President  
Mr. Dan Bearss, Board of Directors Vice President (by telephone)  
Mr. Larry App, Board of Directors Secretary/Treasurer  
Mr. Arvis Dawson, Board of Directors  
Mr. Brian Hoffer, Board of Directors  
Ms. Brittany Short, Board of Directors

ATTENDING: Mr. Rick Jenkins, Commission Secretary/Treasurer (by telephone)  
Mr. Scott Baker, Commission  
Mr. Doug Risser, Commission  
Ms. Beth Ronzone, Commission  
Mr. Jon Hunsberger, Executive Director  
Ms. Janis Logsdon, Assistant Director  
Mr. Terry Mark, Staff Recorder

ABSENT: Mr. Dan Shoup, Commission President and Board of Directors

### CALL TO ORDER

Mr. L. King called the meeting to order at 8:01 a.m.

### APPROVE NOVEMBER MINUTES

*Mr. A. Dawson moved to approve the November minutes. Ms. B. Short seconded. There was a vote and it was approved with all in favor.*

### FINANCIAL REPORT

Mr. L. App said the cash balances are good. He said revenues exceeded what was expected, and there will be a more than \$400,000 carryover. He said the 2022 Area Guide picked up an additional \$70,000 in net revenue. He said all other expenses were in line with projections in 2022. He said 2022 was a very good year and we can be thankful to the Elkhart County CVB staff and our partners.

*Mr. A. Dawson moved to approve the financial report. Ms. B. Short seconded. There was a vote and it was approved with all in favor.*

#### BUREAU UPDATE

Mr. J. Hunsberger referred to the printed executive summary distributed in advance of the meeting. He said it is meant to give talking points and summary of things to cheer and talk about at the Elkhart County CVB.

Mr. J. Hunsberger said the 2023 Area Guide is completed and distribution will begin in next week or two. He said he is very happy with how the content turned out.

Mr. J. Hunsberger said that Legacy Sports is in the process of researching the sports market in Elkhart County for the Elkhart County CVB. The report will assess the ecosystem that includes the aquatics center, rugby and softball, and the potential for growth of those facilities and if there are other opportunities. He said the report is expected to be done by beginning of February. He said it will help the Elkhart County CVB understand how we should approach sports.

Mr. J. Hunsberger said the Elkhart County Quilt and Fiber Expo is a development project for the Elkhart County CVB. He said the event celebrates the artistry of quilt making and fiber art and will be June 9-10 at the RV Hall of Fame. He said Susan Ginther and Judy Hunsberger are leading the project.

Mr. J. Hunsberger said that Vibrant Communities work with Planning Next wrapped up in November. He said their deliverable was the public meetings and Action Agenda. He said there is a need for meetings with community to refine the Action Agenda so we can have a final product. He said Vibrant Neighborhoods as well as downtowns, arts and culture, parks and trails, and neighborhoods are priority items. He said the conversations revealed that the idea of volunteerism rose to the top. He said the Year of the Volunteer will be the focus in 2023, with projects and programming that will support volunteerism.

Mr. J. Hunsberger said the Elkhart County CVB is evaluating how we are looking at the group market in light of the strategic plan. He said that with the direction and focus being on destination development and advocacy that group sales will be addressed differently. There was further discussion of the group market and its future. Mr. J. Hunsberger said the Elkhart County CVB will be maintaining its membership in the American Bus Association and will be attending their convention (represented by Vickie Estep).

#### OTHER BUSINESS

Mr. A. Dawson said that private investors are planning to build an amphitheater in downtown Elkhart at Central Green that would seat 5,000 to 10,000. He said there have been meetings between city officials, promoters and planning consultants. He said the facility could host shows from April to October. He said city representatives visited Kansas City to tour facilities and explore potential. Mr. J. Hunsberger said the amphitheater will be a catalytic project for downtown Elkhart. There was discussion of a downtown master plan, landscape architecture, traffic flow, and parking plan. Mr. J. Hunsberger said a final presentation will be in 4-8 weeks. He said there is a need to explore how the Elkhart County CVB can support and be part of the amphitheater project.

There was discussion about an online events calendar.

#### NEXT MEETING

The next meeting will be at 8 a.m. Friday, March 10, 2023.

The meeting adjourned at 8:59 a.m.

Respectfully submitted,

Terry Mark

Staff Recorder