



eccvb.org

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ELKHART COUNTY CVB BOARD OF DIRECTORS

Minutes of Public Meeting

Friday, March 13, 2026, at Elkhart County Visitors Center, 3421 Cassopolis Street, Elkhart, IN

PRESENT: Mr. Dan Shoup, Commission President and Board of Directors
Mr. Levi King, Board of Directors President
Ms. Brittany Short, Board of Directors Vice President
Mr. Larry App, Board of Directors Secretary/Treasurer
Mr. Arvis Dawson, Board of Directors
Mr. Brian Hoffer, Board of Directors
Mr. Rochali Newbill, Board of Directors

ATTENDING: Mr. Dan Boecher, Commission
Mr. Doug Risser, Commission
Mr. Jon Hunsberger, Executive Director
Mr. Terry Mark, ECCVB Staff

ABSENT:

CALL TO ORDER

The meeting was called to order at 8:07 a.m.

APPROVE MINUTES

Mr. A. Dawson moved to approve the January 9, 2026, minutes. Ms. B. Short seconded. There was a vote and all were in favor.

FINANCIAL REPORT

Mr. L. App said the Elkhart County CVB is starting the year strong and is within budget on profit and loss statements overall. He said there were some staffing adjustments at the beginning of year. He said revenues remain strong, and expenses are within budget.

Mr. A. Dawson moved to accept the financial report. Mr. R. Newbill seconded. There was a vote and all were in favor.

BUREAU UPDATE

Mr. J. Hunsberger said the Elkhart County CVB staff is in full transition to Tempest for customer relations management and website administration, with staff training already started for the CRM system. He said the transition should be complete in August. There was discussion of the costs for the transition, with having contracts with SimpleView and Tempest at same time, and the benefits of Tempest customer service.

Mr. J. Hunsberger said that the Elkhart County CVB is working with Ms. Ali Frisk, a former employee of Visit South Bend Mishawaka who now owns a design company, is performing an update on the Elkhart County Area Guide for 2027. He said it is not a drastic change to the design but does allow for more flexibility. He said that Ms. Frisk is also reviewing our current sales sheets and reviewing opportunities to incorporate digital options. There was general discussion of Elkhart County Area Guide advertorial content.

Mr. J. Hunsberger said that the Elkhart County CVB is wrapping up its work with the Veneto experience development program, including final testing on experiences at our partners. He said there is working ongoing to create coordinated marketing over Elkhart, LaGrange and St. Joseph three counties. He said a new partner, GreatNews.Life, has provided coverage of this development.

Mr. J. Hunsberger said the Quilt Gardens are ramping up for the 19th year. He said Elkhart County CVB is working with Kit Bernardi to produce a 20th anniversary documentary about the Quilt Gardens.

Mr. J. Hunsberger said that it was an active year at the Statehouse. He said HEA 1210 directly impacts the Elkhart County Convention and Visitors Commission because there is now a requirement for a city executive to appoint one member of commission. There was general discussion of provisions on law.

Mr. J. Hunsberger said the NAIA swim meet went well in its second year of a two-year commitment. He said this meet will be at a different site the next two years. There was general discussion of Elkhart development.

NEXT MEETING

The next meeting will be at 8 a.m. Friday, May 8, 2026

The meeting adjourned at 9:15 a.m.

Respectfully submitted,

Terry Mark
Elkhart County CVB staff