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# ELKHART COUNTY CVB BOARD OF DIRECTORS

Minutes of Public Meeting

Friday, May 9, 2025, at Elkhart County Visitors Center, 3421 Cassopolis Street, Elkhart, IN

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

ATTENDING: Ms. Gita Patel, Commission Vice President (Zoom)  
Mr. Rick Jenkins, Commission Secretary/Treasurer  
Mr. Dan Boecher, Commission  
Mr. Jon Hunsberger, Executive Director  
Mr. Terry Mark, ECCVB Staff

ABSENT: Mr. Arvis Dawson, Board of Directors

## CALL TO ORDER

The meeting was called to order at 8:32 a.m.

## APPROVE MARCH MINUTES

Mr. B. Hoffer moved to approve the March 14, 2025, minutes. Mr. L. App seconded. It was approved with all in favor.

## BOARD APPOINTMENT

Mr. D. Shoup introduced Mr. Rick Newbill and recommended that the Elkhart County Innkeepers Tax Commission appoint him to the ECCVB Board of Directors. Mr. R. Newbill cited his longtime residency in Elkhart and his civic involvement in the Community Foundation of Elkhart County and South Side Inc.

Ms. G. Patel moved to appoint Mr. R. Newbill to the ECCVB Board of Directors. Mr. D. Boecher seconded. It was approved with all in favor.

## FINANCIAL REPORT

Mr. L. App said that the financial statements look strong after four months, and the balance sheet is within expectations. He cited the work of Mr. Mitch Nichols and Mr. Don Anderson on securing a visitor assessment increase, which would be helped by our cash balances being lower. He said there was \$50,000 dedicated to the city of Elkhart for arts planning, and \$131,000 to support the series of events celebrating the Lerner Theatre's 100<sup>th</sup> anniversary. Mr. L. App said that the ECCVB has also entered a multi-year commitment of \$631,000 for the Trolls exhibit. He said that while these projects are outside our normal budget, they are intended to lower our cash balances, and will drive tourism and also generate additional data.

There was general discussion about major projects throughout Elkhart County.

B: Ms. B. Short moved to accept the financial report. Mr. A. Dawson seconded. It was approved with all in favor.

#### BUREAU UPDATE

Mr. J. Hunsberger reviewed the South Bend Elkhart Regional Partnership advisory board, of which he is a member, on regional arts and culture planning. He said the advisory board is working in conjunction with a consultant hired by SBERP to complete the plan which was funded by a Lilly Endowment grant. There was general discussion of the ECCVB's role and Vibrant Communities' role.

Mr. J. Hunsberger invited everyone to an Elkhart Jazz Festival VIP event on June 19 preceding the Diana Krall concert.

Mr. J. Hunsberger said he attended the recent RV Power Breakfast. He said there is potential opportunity to market, purchase a table sponsorship, and possibly open doors to conversation.

Mr. J. Hunsberger said the Elkhart County CVB is organizing a group to attend City Nation Place in Ottawa.

#### OTHER BUSINESS

Mr. D. Shoup said there has been update to the Elkhart County CVB's lease for the visitor center. He said the fees for exterior common area maintenance will increase because of a correction to our percentage of occupied space in the building.

#### NEXT MEETING

The next meeting will be at 8 a.m. Friday, September 12, 2025.

The meeting adjourned at 9:22 a.m.

Respectfully submitted,

Terry Mark  
Elkhart County CVB staff