



[eccvb.org](http://eccvb.org)

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## ELKHART COUNTY CVB BOARD OF DIRECTORS

### Minutes of Public Meeting

Friday, May 10, 2024, 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  
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  
Mr. Dan Shoup, Commission President and Board of Directors

ATTENDING: Mr. Rick Jenkins, Commission Secretary/Treasurer  
Mr. Jon Hunsberger, Executive Director  
Ms. Janis Logsdon, Assistant Director  
Ms. Jessica Barnhart, ECCVB Staff  
Mr. Terry Mark, Staff Recorder

### CALL TO ORDER

The meeting was called to order at 8:02 a.m.

### APPROVE MARCH MINUTES

*Mr. A. Dawson moved to approve the March minutes. Mr. L. App seconded. It was approved with all in favor.*

### FINANCIAL REPORT

Mr. L. App said the Elkhart County CVB is on track to fulfilling its contract and budget. He said the balance sheet is strong, and the profit-loss statement is looking good. He said he is thankful for the Elkhart County CVB staff for designing and carrying out the mission. He said Elkhart County was slow in transferring the April funding but has now caught up. Mr. J. Hunsberger said the Elkhart County CVB is working better with the county treasurer now thanks to relationships having been built with a staff person there.

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

## BUREAU UPDATE

Mr. J. Hunsberger said that the flowers for the Quilt Gardens will be delivered next week and kicking off May 30.

Mr. J. Hunsberger said that the Elkhart County CVB has implemented a new tool called ReciteMe on the VisitElkhartCounty.com website to improve accessibility. Ms. J. Barnhart said it is a first step in providing information in a more accessible manner. She demonstrated several of the features on a large video monitor. She said the tool allows website users to enlarge text, to change colors for various visual challenges, and to read the content on the screen. She said there is access to approximately 100 languages other than language. There was general discussion of the ReciteMe platform and the mechanics of system.

Mr. J. Hunsberger said there is a group representing Elkhart County going to Houston for the City Nation Place conference. He said the conversation has connected to how actions are being activated in community such as the Vibrant Communities Action Agenda. He said one presenter will be Joe Veneto, who runs the Experience Lab and helps communities better understand experiences, how to improve them, and what are the opportunities.

Mr. J. Hunsberger said the Elkhart County CVB have invited Joe Veneto to visit Elkhart County for a destination experience audit. He will visit in 2024, as experiences in Elkhart County are evolving. He said the audit will set us up for the business case for a visitor assessment increase. He said the experience audit timeline will be wrapping up by the end of November after three visits. He said the Elkhart County CVB will provide Joe Veneto with a partner list and there will initially be a “secret shopper” effort. He said the second step is meeting with partners and the third visit is talking about gaps and opportunities. He said the expected budget of more than \$40,000.

Mr. J. Hunsberger said that Mr. Scott Baker has resigned from the Elkhart County Convention & Visitors Commission. He said a replacement must be an owner or manager of an Elkhart County hotel. He said a candidate has emerged in Mr. Dan Boecher, who has an ownership stake in the Hotel Elkhart. There was general discussion of the appointment process.

There was general discussion of intergovernmental engagement and getting municipal leaders back together.

## OTHER BUSINESS

Mr. L. King said Shiphewana and Middlebury people are getting together and accomplishing many things. Mr. J. Hunsberger will be joining the next meeting of this group. Mr. J. Hunsberger said that Elkhart

County CVB staff and LaGrange County staff met recently to discuss potential collaboration opportunities.

Ms. B. Short said the Pumpkinvine Celebration event is June 7-15. She said events include Goshen First Fridays and a celebration dinner.

#### NEXT MEETING

The next meeting will be at 8 a.m. Friday, September 13, 2024.

The meeting was adjourned at 8:55 a.m.

Respectfully submitted,

Terry Mark  
Staff Recorder

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