



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, May 12, 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 phone)
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: Ms. Gita Patel, Commission Vice President
Mr. Scott Baker, Commission
Mr. Anant Patel, Commission
Mr. Jon Hunsberger, Executive Director
Ms. Janis Logsdon, Assistant Director
Mr. Terry Mark, Staff Recorder
Ms. Amanda Eckelbarger, ECCVB Staff
Ms. Shannon Oakes, ECCVB Staff

CALL TO ORDER

The meeting was called to order at 8:03 a.m.

APPROVE MARCH MINUTES

Mr. A. Dawson moved to approve the minutes of the March 10, 2023, meeting. Mr. L. App seconded. There was a vote and it was approved with all in favor.

FINANCIAL REPORT

Mr. L. App reported that revenues, expenses and cash balances are looking good. He said that approximately 45 percent of room tax has been collected and we're on pace to exceed budgeted revenues. Mr. L. App credited the Elkhart County CVB staff with doing a great job of keeping track of detailed items, ensuring overall success.

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

BUREAU UPDATE

There was general discussion on major construction projects in Elkhart County. It was noted that Elkhart County continues to perform strongly on room tax revenues.

Mr. J. Hunsberger introduced Ms. S. Oakes, the new director of destination development. He said that she fills his former role two years after he took over the executive director position when Ms. Diana Lawson retired.

Mr. J. Hunsberger said advocacy breakfast meetings will re-start in June. He said the cadence of these meetings is that they will occur in between the regular meetings. It is hoped these meetings will connect us to external stakeholders and will be project-based.

Mr. J. Hunsberger asked everyone to save the date of Thursday, June 22, for a unique event the Elkhart County CVB is co-hosting with the Elkhart Jazz Festival that will bring our partners and stakeholders together with other jazz festival sponsors.

Mr. J. Hunsberger distributed a leave-behind piece that the Elkhart County CVB staff developed for advocacy meetings. He said the eight-page piece is attractive and highlights the impact of tourism and what it means to the Elkhart County community. He said that, design-wise, the piece is intended to be a companion to the annual Business Plan.

Mr. J. Hunsberger said the Elkhart County CVB convened a meeting in March with local hoteliers, and approximately 25 individuals comprised of general managers, sales managers, and owners attended. These group meetings will include topics such as the Elkhart amphitheater project, the aquatics center, and other items of interest to hoteliers.

Mr. J. Hunsberger said the Elkhart amphitheater project is moving forward with the stakeholders working out the many details in this public-private collaboration. The amphitheater will have an anticipated capacity of 5,000 to 8,000. There was general discussion on downtown development.

OTHER BUSINESS

Mr. J. Hunsberger highlighted the recent ribbon-cutting on the River Greenway Trail, which featured Governor Eric Holcomb. He said that Ms. B. Short represented Connect in Elkhart County very well in the ribbon-cutting ceremonies. There was general discussion on trail development.

Mr. J. Hunsberger said the Elkhart County Quilt and Fiber Expo will be June 8-10 and will be a signature event highlighting our history and culture.

Ms. A. Eckelbarger presented about the Elkhart County CVB's partnership with Zartico. She said this vendor examines geo-location data and helps the staff gain insight on where people visiting Elkhart County came from, how long they're staying, and where they're going. She said the reports also draw from STR data and non-specific information from credit card users.

NEXT MEETING

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

The meeting was adjourned at 9:18 a.m.

Respectfully submitted,

Terry Mark

Staff Recorder