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## ELKHART COUNTY CVB BOARD OF DIRECTORS

### Minutes of Public Meeting

Friday, May 13, 2022, 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. Jon Hunsberger, Executive Director  
Ms. Janis Logsdon, Assistant Director  
Mr. Terry Mark, ECCVB Staff Recorder  
Ms. Gita Patel, Commission Vice President  
Mr. Rick Jenkins, Commission Secretary/Treasurer  
Mr. Scott Baker, Commission  
Mr. Anant Patel, Commission  
Mr. Doug Risser, Commission

### CALL TO ORDER

Mr. L. King called the meeting to order 8:05 a.m.

### APPROVE MARCH MINUTES

*Mr. A. Dawson moved to approve the minutes of the March 11, 2022, meeting. Mr. L. App seconded. It was approved with all in favor.*

### FINANCIAL REPORT

Mr. L. App reported that the financials through the end of April are strong. He said that room tax revenue is ahead by 54 percent. There is also a revenue stream from the travel guide, plus the accompanying expenses. He said the Elkhart County CVB is profitable and pointed in the right direction.

There was general discussion on financials and third party revenue. It was clarified that in Elkhart County third party revenue is through booking sites such as Expedia, but the pathways are not through sources such as Airbnb and VRBO. There was general discussion on the impact of the aquatics center on room demand and long-term hotel supply and demand. It was noted that events create large demand.

*Mr. A. Dawson moved to accept the financial report. Mr. D. Bearss seconded. It was approved with all in favor.*

#### BUREAU UPDATE

Ms. J. Logsdon said that the strategic planning team of consultants was in Elkhart County on the week of April 11. They met with the board, commission and steering committee, and conducted public workshops. The workshops were well attended and provided great feedback. The strategic planning team will be back in the beginning of June to present its findings, meeting with Mr. J. Hunsberger, Ms. J. Logsdon and Ms. C. Ostrom on June 6, then the next day meeting with the steering committee in the morning and Elkhart County CVB staff in the afternoon.

Mr. J. Hunsberger reminded members that ticket requests for the Elkhart Jazz Festival need to be submitted. He said the Elkhart County CV will be hosting a special event on the Saturday of the jazz festival, inviting elected officials and strategic partners, at the Midwest Museum of American Art from 5 to 7 p.m. The event will showcase local well crafted drinks and eats provided by Ruhe152, the Hotel Elkhart, and a new Elkhart business that creates charcuterie boards.

#### OTHER BUSINESS

Mr. J. Hunsberger said that in the pre-pandemic days advocacy breakfasts were intended to reach out to partners for informal conversation. He said the strategic planning process has reinforced that the Elkhart County CVB needs to continue to educate but want to be more intentional in how it is done. He said the intent is to form a committee to focus on advocacy in Elkhart County. Mr. J. Hunsberger proposed that one or two members of commission and board each to be on the committee. This committee would have bi-monthly meetings starting in June and could integrate the conversation into the 2023 business plan. He said he hopes to have a development strategy and implementation strategy going into 2023, and wants to set up the commission and board to be the best advocates. Mr. R. Jenkins, Mr. D. Risser and Ms. B. Short expressed an interest in the committee.

There was general discussion on Elkhart County trail networks and the Connect in Elkhart County initiative.

## NEXT MEETING

The next meeting will be at 8 a.m. Friday, September 9.

The meeting adjourned at 9:10 a.m.

Respectfully submitted,

Terry Mark

Staff Recorder

WE