



eccvb.org

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ELKHART COUNTY CVB BOARD OF DIRECTORS

Minutes of Public Meeting

Friday, September 8, 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
Mr. Larry App, Board of Directors Secretary/Treasurer
Mr. Arvis Dawson, Board of Directors
Mr. Brian Hoffer, Board of Directors
Mr. Dan Shoup, Commission President and Board of Directors

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

ABSENT: Ms. Brittany Short, Board of Directors

CALL TO ORDER

The meeting was called to order at 7:59 a.m.

APPROVE MAY MINUTES

Mr. A. Dawson moved to approve the minutes of the May 12, 2023, meeting. Mr. L. App seconded. It was approved with all in favor.

FINANCIAL REPORT

Mr. L. App said the cash accounts are in good shape, and that collections of the room tax are ahead of what was anticipated, though slightly less than in 2022. He said expense line items are also looking good, with some expenses slightly ahead. He said Elkhart County CVB staff are adjusting within the budget to stay within the overall budget. He said delivery costs have cut into profits from the area guide, and sponsorship requests are running high due to new opportunities and the ability to extend the Well Crafted brand.

Mr. J. Hunsberger said that 2022 performance on room tax revenue was a bit of anomaly. He said a number of factors such as levels of transient travelers and rate of construction projects and construction workers has leveled off. He said the numbers do compare favorably with 2019 performance.

Mr. A. Patel said that inflation has affected costs for hoteliers, so while room rates are up, costs are also higher. There was general discussion on inflation and higher interest rates, and on area guide sales.

Mr. D. Bearss moved to accept the financial report. Mr. B. Hoffer seconded. It was approved with all in favor.

BUREAU UPDATE

Mr. J. Hunsberger reviewed the recent City Nation Place conference, in which a contingent of 20 from Elkhart County attended in collaboration with the Community Foundation of Elkhart County. He said this group will go on a three-day visit to Carmel, Whitestown and the Nickel Plate Trail along with an expanded group from Elkhart County. The trip is an exciting opportunity to learn about best practices on quality of place in those communities.

Mr. J. Hunsberger said the Elkhart Amphitheater project is moving forward at breakneck speed. He said that part of the project is understanding the economic implications of this project, including on hotel rooms. He said the city of Elkhart is doing an economic impact study, with the Elkhart County CVB taking part. He said that the city of Goshen is also interested in a hotel. He said the economic impact on Elkhart and Goshen will then feed into hotel study and give us necessary information to forecast and plan.

Mr. J. Hunsberger said experience development is rising to the top. He said the first Elkhart County Quilt and Fiber Expo went very well and exceeded planners' expectations on attendance. He said the expo was also well received by vendors. He said the Elkhart Aquatics Center continues to grow, and the director, Mr. Josh Ptak, is bringing in national competitions. He said he attended the NCAA symposium for host cities and learned that the aquatics center has the capacity for swimming, diving and water polo. He said Elkhart County is well positioned for Division II and Division III championship events. There was general discussion on hotel room rates and rebates for sports events.

There was general discussion about the Moose Rugby Grounds and the opportunity to grow that space.

Mr. J. Hunsberger said the Vibrant Communities Action Agenda is moving forward and it is expected to be wrapped up by October. He said the unveiling will include celebrations in each community. He said there are also talks about collaborating with Goshen College on a volunteer event.

NEXT MEETING

The next meeting will be at 8 a.m. Friday, November 10, 2023.

The meeting was adjourned at 8:49 a.m.

Respectfully submitted,

Terry Mark

Staff Recorder

WE