



eccvb.org

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ELKHART COUNTY CVB BOARD OF DIRECTORS

Minutes of Public Meeting

Friday, November 10, 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. 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. Rick Jenkins, Commission Secretary/Treasurer (by Zoom)
Mr. Doug Risser, Commission
Mr. Jon Hunsberger, Executive Director
Mr. Terry Mark, Staff Recorder

ABSENT: Mr. Arvis Dawson, Board of Directors

CALL TO ORDER

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

APPROVE SEPTEMBER MINUTES

Mr. B. Hoffer moved to approve the minutes of the September 8, 2023, meeting. Mr. L. App seconded. It was approved with all in favor.

FINANCIAL REPORT

Mr. L. App said that bank balances were looking good as of end of October. He said the ECCVB has met our projection of \$2.2 million in room tax income, and expenses are all in line. He said a few expenses were a little over budget, but nothing that affects operations. He said the ECCVB staff does a great job managing

their plan and budget. He said there were a couple minor delinquents for room tax collections, but they have since been collected.

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

NOMINATION OF OFFICERS

Mr. B. Hoffer presented the 2024 slate of officers and nominated Mr. Levi King for president, Mr. Dan Bearss for vice president, and Mr. Larry App. Mr. D. Shoup seconded. There were no other nominations. It was approved with all in favor.

2024 BUSINESS PLAN AND BUDGET

Mr. J. Hunsberger presented the 2024 Business Plan and Budget. He said it was a pleasantly smooth process to complete business plan. He said that with recent experience and a strategic plan the staff knows where we're going and are able to plan for their projects. He highlighted development projects such as sports and youth with Moose Rugby Grounds. He said there is an exciting new project on food and foodies through a food week and campaign. He said it will kick off with a special event that is a combo fundraiser and culinary experience working with Culinary Crossroads, a statewide organization that promoted culinary talent in Indiana and dining experiences.

There was a request from Mr. D. Shoup for more information on Moose Rugby. Mr. J. Hunsberger said the ECCVB will be meeting with Mr. Bart Bottorff to discuss what his next steps will be. There is help needed on creating a non-profit organization and understanding how it could work out to combine his investment and involvement and bringing other people around him. There was general discussion on Moose Rugby Grounds.

There was a question concerning murals. Mr. J. Hunsberger said the ECCVB is in the process of performing maintenance on Quilt Murals and evaluating a different material that is more durable. It will be a multi-year process to change over the Quilt Murals.

Mr. D. Shoup moved to approve the 2024 Business Plan and Budget. Mr. L. App seconded. It was approved with all in favor.

Following the approval of the Elkhart County Convention & Visitors Commission, Mr. D. Shoup of the commission and Mr. L. King of the board signed a memorandum of agreement for the 2024 program of work presented in the 2024 Business Plan and Budget.

BUREAU UPDATE

Mr. J. Hunsberger distributed copies of Pattern magazine, an Indianapolis-based publication which featured Elkhart County on Page 44 as a community that was experiencing economic development driven

by the arts along with other communities in Indiana. He said this edition of the magazine was released in conjunction with a symposium sponsored by the Indiana Economic Development Corporation and Indiana Destination Development Corporation. There was general discussion on the arts and economic development.

Mr. J. Hunsberger said the ECCVB is in the middle of an economic impact study, partnering with the city of Elkhart to better understand the impact of the proposed amphitheater and other assets. The data will also contribute to a hotel study underway for downtown Elkhart and downtown Goshen. He said the last time a downtown hotel study was done was in 2014.

Mr. J. Hunsberger said the ECCVB is looking to have an internal holiday celebration in January. He said there will be an email sent to everyone to settle on a date.

Mr. J. Hunsberger said the Elkhart amphitheater project status is that there are ongoing negotiations for a development agreement. He said the city is putting out a request for proposals for the entire block, and there will likely be one respondent. He said this is a new type of agreement, so legal teams are working hard to work out the details. He said the timeline is for a summer 2025 opening, which is an ambitious goal.

Mr. J. Hunsberger said that next week there will be a group going to Carmel and Fishers as a follow-up to the City Nation Place conference. He said there is a full schedule next week for Tuesday afternoon, Wednesday and Thursday.

Mr. J. Hunsberger said the ECCVB has contracted with Barnes & Thornburg for January through March 2024 to work on enabling legislation for a visitor assessment increase. He said the short session of the Indiana Legislature is expected to consider a bill for that enabling legislation. He said the goal is to get it passed, or at least socialized for 2025.

NEXT MEETING

The next meeting will be at 8 a.m. Friday, January 12, 2024.

The meeting was adjourned at 8:48 a.m.

Respectfully submitted,
Terry Mark
Staff Recorder