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ELKHART COUNTY CVB BOARD OF DIRECTORS

Minutes of Public Meeting

Friday, November 11, 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. Rick Jenkins, Commission Secretary/Treasurer (by telephone)
Mr. Scott Baker, Commission
Mr. Anant Patel, Commission (by telephone)
Mr. Doug Risser, Commission
Ms. Beth Ronzone, Commission
Mr. Jon Hunsberger, Executive Director
Ms. Janis Logsdon, Assistant Director
Mr. Terry Mark, Staff Recorder
Ms. Cindy Ostrom, ECCVB Staff

CALL TO ORDER

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

APPROVE SEPTEMBER MINUTES

Mr. A. Dawson moved to approve the September minutes as submitted. Mr. L. App seconded. It was approved with all in favor.

FINANCIAL REPORT

Mr. L. App said that over the first 10 months that cash balances are looking good. He said revenues are as expected except for one anomaly from the October innkeepers tax transfer being forgotten. He said it will be done by end of November for an amount of about \$290,000. He explained that the carryover amount from innkeepers tax revenue in 2022 reached budgeted limit. He said that in 2023 that some economists are projecting a mild recession, but ECCVB balance sheets are looking good. The organization is well positioned to weather that if it happens.

There was additional discussion of budgeted revenue amount. Mr. J. Hunsberger said it has remained flat as a result of a directive from Elkhart County. He said the \$2.7 million overall budget also includes revenue from sources outside of the room tax. He said some of the increase in room tax collection was from non-visitor reasons such as construction workers. There was general discussion on the impact of the Amazon distribution facility.

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

2023 OFFICERS

Mr. B. Hoffer nominated Mr. Levi King as president, Mr. Dan Bearss as vice president, and Mr. Larry App as secretary/treasurer for the board in 2023. There were no other nominations. Mr. B. Hoffer moved to accept the slate as presented. Mr. D. Shoup seconded. It was approved with all in favor.

2023 BUSINESS PLAN & BUDGET

Mr. J. Hunsberger said he was excited about the 2023 Business Plan, which was the result of a lot of hard work. He said that coming out of the strategic plan process in 2022, ECCVB staff interpreted it to move the organization forward. He said the Business Plan is Intended to be sister piece to our area guide. He said the front end is storytelling, but it begins to incorporate the strategic plan's themes. He said the plan incorporates 2021 performance metrics. He said the biggest change is in the back end, transitioning how we talk about what we do. He said this section used to be organized by department or function, but is now organized by project, clarifying what we're doing and how we're measuring performance. He said the budget is at the back and hasn't changed very much. He said the ECCVB is putting more resources into research.

Mr. S. Baker asked a question about the number of tasks and how time is spent. Mr. J. Hunsberger said the 2023 Business Plan represents a change in how to think about tasks vs. tactics.

Mr. A. Dawson moved to approve the 2023 Business Plan and Budget. Mr. L. App seconded. It was approved with all in favor.

Mr. L. King presented the approved 2023 Business Plan and Budget to the Elkhart County Innkeepers Tax Commission as the program of work for 2023. The Commission voted on and approved the 2023 Business Plan and Budget.

Mr. D. Shoup representing the commission and Mr. L. King representing the board signed a Memorandum of Agreement.

BUREAU UPDATE

Mr. J. Hunsberger said that Ms. Sonya Nash has resigned from the ECCVB staff and accepted the position of executive director of the LaGrange County CVB. He said we're very excited for her, and her last day will be November 18 and she will start in LaGrange County on the Monday after Thanksgiving. He said it's a big loss, but internally have already started strategizing on the next steps. He said the ECCVB will re-evaluate.

Mr. J. Hunsberger said the ECCVB is working with a consultant from Fishers to evaluate the sports marketplace. He said the ECCVB is seeking to understand where Elkhart County stands and what are the future opportunities.

Mr. J. Hunsberger said the Elkhart County Quilt and Fiber Expo will happen in the first weekend of June. He said he sees this as a development project with Susan Ginther and Judy Hunsberger serving as project managers. With development in 2023, it's expected the event will be ready to return in 2024 for a sponsorship.

Mr. J. Hunsberger said the final version of the 2023 Area Guide has been submitted for print. He said copies should be delivered in early January. The guide have been adjusted to add Millersburg and New Paris community pages, while there again will be two versions with different cover photos.

NITDC/NIA PRESENTATION

Mr. Dan Bearss described Northern Indiana Tourism Development Commission's government relations and advocacy efforts, including an overview of NITDC's history and current membership and noting that the Elkhart County CVB is a founding member. He said the organization pillars are marketing and promotion, Indiana Toll Road visitor servicing, and government affairs and advocacy through Northern Indiana Advocates. He described the potential impact of advocacy to message on quality of place and placemaking to 37 legislators in the NITDC region. He noted there was an NIA event the previous last night that attracted 90 people in northwest Indiana.

There was general discussion of NITDC services and impact.

NEXT MEETING

The next meeting will be at 8 a.m. Friday, January 13, 2023.

The meeting adjourned at 9:14 a.m.

Respectfully submitted,
Terry Mark
Staff Recorder

WE