

**MINUTES**  
**ELKHART COUNTY CONVENTION & VISITORS BUREAU**  
**PUBLIC MEETING OF THE**  
**COMMISSION AND BOARD OF DIRECTORS**  
**Friday, January 10, 2014**  
**8:00/9:00 a.m.**  
**Elkhart County Convention & Visitors Bureau**  
**219 Caravan Drive**  
**Elkhart, IN 46514**

**PRESENT:** Ms. B. Ronzone, Commission  
Mr. S. Baker, Commission  
Mr. D. Boecher, Commission  
Mr. A. Patel, Commission  
Mr. D. Shoup, Commission  
Mr. J. Davis, Board of Directors  
Ms. E. Billey, Board of Directors  
Mr. D. Bearss, Board of Directors  
Mr. B. Hoffer, Board of Directors  
Mr. L. King, Board of Directors  
Mr. J. Siegmann, Board of Directors  
Ms. D. Lawson, Executive Director  
Ms. J. Hughes, Staff Recorder

**ABSENT:** Mr. R. Jenkins, Commission  
Ms. G. Patel, Commission

- I. Ms. Ronzone called the meeting to order at 8:05 a.m.
- II. **Motion to approve minutes of the November 2013 meeting was made by Mr. King and seconded by Mr. Siegmann. A vote was taken and motion passed with all in favor.**
- III. Mr. Davis presented the Financial Report for the period ending December 31, 2013. He reported a cash balance of \$809,000; fixed assets of \$17,000; negligible liabilities; and net equity totaling \$851,000.

Referring to the Income Statement, Mr. Davis reported that expenses were in line with the budget. Room tax revenue is up from 2013. We will realize the remainder of collections of approximately \$470,000 in early 2014. The organization began the year with \$834,000 in cash and ends the year with \$890,000 in cash.

**Ms. Billey moved to accept the financial report as presented. Mr. King seconded. A vote was taken and motion passed with all in favor.**

- IV. Bureau Update: Ms. Lawson distributed the December 2013 Board Report and gave a year-end review & 2014 overview.

Year-end report: The ECCVB worked hard the past years creating value for the organization and the area's cities and towns. Communities have responded favorably especially with the Quilt Gardens and Flower Carpets projects. In 2013 we did not do the branding project but did do the two Flower Carpets. Most likely 2014 will be the last year for the Flower Carpet project.

We are really seeing a payoff of our time and effort in community development projects that we have managed. Although it has taken time, we are at the point where communities are coming to us for projects. It is important that our staff remain engaged and take leadership roles in the community.

2014: The Business Plan continues with community development and place-based tourism initiatives including the RiverWalk Culture Trail with an appropriation of \$150,000 for that campaign. The continued investment in destination downtown development is critical to the success of building better communities and attracting new visitors

The Tourism Development Council is moving forward morphing into and changing its name to the Livability Council to enhance the livability of our cities and towns. The current leaders of that group have agreed to take on the role, have conversations the Community Foundation and others to match and leverage dollars creating a base for future projects.

Of course our engagement in community building initiatives will be balanced as to not pull all resources away from our core initiatives.

- V. Election of officers:

Ms. Ronzone presented the 2014 slate of officers for the Commission:

President, Ms. B. Ronzone  
Vice President, Mr. D. Shoup  
Secretary/Treasurer, Mr. R. Jenkins

**Mr. Boecher moved to accept the 2014 officers for the Commission as presented. Mr. Shoup seconded. A vote of the commission was taken and passed with all in favor.**

Mr. Hoffer presented the slate of 2014 officers for the Board of Directors:

President, Mr. L. King  
Vice President, Ms. E. Billey  
Secretary/Treasurer, Mr. J. Davis

**Mr. Siegmann moved to accept the 2014 officers for the Board of Directors as presented. Mr. Bearss seconded. A vote of the Board of Directors was taken and passed with all in favor.**

- VI. Adoption of the 2014 ECCVB Business Plan. All members received a draft for review prior to the meeting.

Mr. King called for the Board to entertain a motion to adopt the 2014 ECCVB Business Plan.

**Mr. Bearss moved to accept the 2014 ECCVB Business Plan as presented. Mr. Siegmann seconded. A vote of the Board of Directors was taken. The motion passed with all in favor.**

Ms. Ronzone called for a motion of the Commission to accept the 2014 ECCVB Business Plan as presented and approved by the Board of Directors.

**Mr. Shoup moved to accept the 2014 ECCVB Business Plan as presented and approved. Mr. Boecher seconded. A vote of the Commission was taken and motion passed with all in favor.**

Approval of the 2014 ECCVB Budget. All members received a draft for review prior to the meeting.

Mr. King presented the 2014 ECCVB Budget for vote of the Board of Directors.

**Ms. Billey moved for approval of the 2014 ECCVB Budget as presented. Mr. Davis seconded. A vote of the Board of Directors was taken and passed with all in favor.**

Ms. Ronzone called for a vote of the Commission for the 2014 ECCVB Budget as presented and approved by the Board.

**Mr. Boecher moved for approval of the 2014 Budget as presented. Mr. Shoup seconded. A vote of the Commission was taken and passed with all in favor.**

- VII. Other Business. Brief updates on business happenings discussed.

- VIII. **The 2014 meeting schedule was presented and moved to accept by Mr. King, seconded by Mr. Siegmann and approved unanimously by vote.**

- IX. Ms. Ronzone adjourned the meeting at 9:10 a.m.

Submitted by:  
Jackie Hughes  
Staff Recorder