

**MINUTES**  
**ELKHART COUNTY CONVENTION & VISITORS BUREAU**  
**PUBLIC MEETING OF THE**  
**COMMISSION AND BOARD OF DIRECTORS**  
**Friday, November 8, 2013**  
**8:00/9:00 a.m.**  
**Elkhart County Convention & Visitors Bureau**  
**219 Caravan Drive**  
**Elkhart, IN 46514**

**PRESENT:** Ms. B. Ronzone, Commission  
Mr. D. Boecher, Commission  
Mr. R. Jenkins, Commission  
Mr. A. Patel, Commission  
Mr. D. Shoup, Commission  
Mr. J. Davis, Board of Directors  
Mr. B. Hoffer, Board of Directors  
Ms. E. Billey, Board of Directors  
Mr. D. Bearss, 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. S. Baker, Commission  
Ms. G. Patel, Commission

I. Ms. Ronzone called the meeting to order at 8:10 a.m.

II. **Motion to approve minutes of the September 2013 meeting was made by Mr. King. Mr. Siegmann seconded. A vote was taken and motion passed with all in favor.**

III. Mr. Davis presented the Financial Report for the period ending October 31, 2013. He reported a cash balance of \$983,000 and net equity of \$1,028,000. Total room tax revenues are \$1,200,000. Travel Guide income totaled \$195,300. Year-to-date expenses totaled \$1,300,000 of which \$89,000 was in Travel Guide expenses. Revenues will remain the same for the remainder of the year since the county can only release the \$1.2 million approved in the budget, so we will be showing a loss at year end. The withheld payment will be realized January 2014. Discussion ensued on 2014 projections.

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

- IV. Nominations for 2014 ECCV Commission officers presented by Mr. Boecher were:

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

**Mr. Patel moved to close nominations for 2014 officers of the ECCV Commission. Mr. Boecher seconded. A vote of the Commission was taken and nominations were closed with all in favor.**

- V. Nominations for the 2013 officers for the Board of Directors presented by Mr. Hoffer were:

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

**Mr. Hoffer moved to close nominations for the 2014 officers for the Board of Directors. Mr. Bearss seconded. A vote of the Board of Directors was taken and nominations closed with all in favor.**

- VI. Bureau Update was presented by Ms. Lawson. She distributed the October Board Report and provided the following updates.

**Quilt Gardens along the Heritage Trail** – It has been recognized as a top event by ABA for a sixth consecutive year. The only other event in the state to achieve that is the Indianapolis 500. The annual Quilt Gardens celebration had more than 90 people in attendance. This project continues to grow drawing visitors who spend their money throughout the destination and generating overnights. The seven communities involved are totally invested and it continues to build strong community relationships.

**Fall Flower Carpet** – In Nappanee the Flower Carpet was a huge hit involving 50 volunteers and they even had a greeter. The Nappanee Visitor Center reported visitors from 20 different states during the two display weeks and shop owners reported an increase in traffic and sales. And events like the Night at the Museum more than doubled past attendance. In Elkhart results from Premier Arts' sale of the mums fundraiser was phenomenal earning \$25,000. Plus they gave mums to Wellfield and also gave mums to Ruthmere to sell.

**Goshen Theatre** - ECCVB contributed \$50,000 for their study that is underway. The church sold the property to Downtown Goshen Inc. and the mayor wants to move ahead with this project.

**SoMa** - The council approved the plan. Crystal will be presenting the budget to the Redevelopment Commission next week. The Lerner governing board will oversee implementation of SoMa and the Lerner will be responsible for the Play. component and be the central information center for downtown happenings. DEI will oversee the Live. Work. – residential, business community component – managing incentive programs, façade improvement, small business loan pool, etc.

**Tourism Development Committee (TDC)** – Dan Oakley and Gina Liechty agreed to continue to co-chair this group shepherding it from the plan to implementation. Looking at renaming this group and moving forward with a focus of identifying and prioritizing factors of livability and clarifying what makes a community livable.

**RiverWalk Culture Trail (RCT)** - This is a big project for 2014. We're moving ahead with this working with teams of graduate students at Temple U to develop themes that might resonate with the market. The teams will present their themes based on their assessment of the area.

- VII. Other business – The ECCVB Christmas event is December 12, 6pm., at Wine & Canvas in downtown Elkhart.
- VIII. Next meeting was set for January 10, 2014.
- IX. Ms. Ronzone adjourned the meeting at 9:25 a.m.

Submitted by:  
Jackie Hughes  
Staff Recorder