

MINUTES
ELKHART COUNTY CONVENTION & VISITORS BUREAU
PUBLIC MEETING OF THE
COMMISSION AND BOARD OF DIRECTORS
Friday, January 13, 2013
8:00/9:00 a.m.
Elkhart County Convention & Visitors Bureau
219 Caravan Drive
Elkhart, IN 46514

PRESENT: Mr. A. Patel, Commission
Mr. S. Baker, Commission
Mr. D. Boecher, Commission
Mr. D. Shoup, Commission
Ms. G. Patel, Commission
Ms. B. Ronzone, 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
Ms. D. Lawson, Executive Director
Ms. J. Hughes, Staff Recorder

ABSENT: Mr. R. Jenkins, Commission
Mr. J. Siegmann, Board of Directors

- I. Mr. Patel called the meeting to order at 8:05 a.m. Gita Patel was welcomed as a newly appointed commission member.
- II. **Motion to approve minutes of the November 2012 meeting was made by Ms. Billey. Mr. Shoup seconded. A vote was taken and motion passed with all in favor.**
- III. Mr. Davis presented the Financial Report for the period ending December 31, 2012.

Referring to the Balance Sheet Mr. Davis reported total assets of \$922,000 that includes all funds plus prepaid expenses and receivables. Liabilities consist primarily of payroll and total funds of donated capital and net income were \$921,500.

Moving on to the Income Statement, Mr. Davis reported year-to-date room tax revenue of \$1,100,000. He pointed out that amount is exact because that is what was submitted to and approved by the county for our budget. We realize the remainder of collections in January 2013. Vacation Planner income is up totaling nearly \$194,000. Expenses were in line with expectations totaling \$1,302,800. We start 2013 with a positive net income.

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. Bureau Update: Ms. Lawson distributed the December 2012 Board Report along with a 2012 Review & 2013 Overview. She pointed out some highlights.

The 2012 Certec economic impact report showed a respectable growth with visitor spending up 4.6% annually. After adjusting for inflation, the real growth in spending showed an increase of 1.6%. She noted that the business travel segment was the most adversely affected by the past recession.

Ms. Lawson also noted that all 2012 room tax collections have been received and 100% of hotels are current with contributions. Likewise with the 2012 Travel Guide.

The ECCVB Business Plan is accomplished and many areas exceeded the 2012 stated objectives and goals. Much time was spent on special projects that included the SoMa initiative, Society of American Travel Writers journalist tours and the Fall Flower Carpet to name a few.

The 2013 Plan focuses on Place-based Tourism. The continued investment in destination downtown development is critical to the success of building better communities and attracting new visitors. Developing new and non-traditional partnerships and being relevant to all stakeholders in our destination is a key strategy of our 2013 plan. Working together as a community will facilitate our goals of attaining sustainable tourism development in this destination.

This year the Quilt Gardens along the Heritage Trail grows to 19 gardens and 20 murals. There will be two Fall Flower Carpets – one in downtown Elkhart and one in downtown Nappanee.

The Horizon 3.0 initiative will focus on young entrepreneurs. The Launch Pad in Goshen partnership gives space to and is an incubator for entrepreneurship.

The RiverWalk Culture Trail begins at Wellfield Botanic Gardens and links downtown Elkhart neighborhoods focusing on its cultural assets such as museums, gardens and parks.

The ECCVB continues its leadership role in the redevelopment of Elkhart's North Gateway. The ECCVB will take the lead in the study for the underutilized shopping plaza and feasibility of sports and recreational uses for that site. It is important to make this gateway a good neighborhood for visitors.

- V. Mr. Patel asked Ms. Ronzone to present the 2013 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 2013 officers for the Commission as presented. Ms. Patel seconded. A vote of the commission was taken and passed with all in favor.

Mr. Davis asked Mr. Hoffer to present the slate of 2013 officers for the Board of Directors:

President, Mr. J. Davis

Vice President, Ms. E. Billey

Secretary/Treasurer, Mr. L. King

Mr. Bearss moved to accept the 2013 officers for the Board of Directors as presented. Mr. Davis seconded. A vote of the Board of Directors was taken and passed with all in favor.

VI. Adoption of the 2013 ECCVB Business Plan. All members received a draft for thorough review prior to the meeting.

**Mr. Hoffer presented the 2013 ECCVB Business Plan
Ms. Billey moved to accept the 2013 Plan as presented. r. King seconded. .
A vote of the Board of Directors was taken. The motion passed with all in favor.**

Ms. Ronzone call for a vote of the Commission to accept the 2013 Business Plan as presented and approved by the Board of Directors.

**Mr. Boecher moved to accept the 2013 ECCVB Business Plan as presented.
Mr. Shoup seconded. A vote of the Commission was taken and motion passed with all in favor.**

2013 ECCVB Budget.

Mr. Hoffer presented the 2013 Budget for vote of the Board of Directors.

**Mr. King moved to approve the 2013 ECCVB Budget as presented.
Short discussion ensued. 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 2013 ECCVB Budget as presented and approved by the Board.

**Mr. Shoup moved for approval of the 2013 Budget as presented.
Short discussion ensued. Mr. Boecher seconded.
A vote of the Commission was taken and passed with all in favor.**

VII. Other Business. Upcoming events were announced and participation discussed.

VIII. The 2013 meeting schedule was set.

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

Submitted by:
Jackie Hughes
Staff Recorder