

**MINUTES**  
**ELKHART COUNTY CONVENTION & VISITORS BUREAU**  
**PUBLIC MEETING OF THE**  
**COMMISSION AND BOARD OF DIRECTORS**  
**Friday, January 9, 2015**  
**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, via teleconference  
Mr. D. Shoup, Commission  
Ms. E. Billey, Board of Directors  
Mr. D. Bearss, Board of Directors  
Ms. K. Clarke, Board of Directors  
Mr. L. King, Board of Directors  
Ms. D. Lawson, Executive Director  
Ms. J. Hughes, Staff Recorder

**ABSENT:** Mr. S. Baker, Commission  
Mr. A. Patel, Commission  
Ms. G. Patel, Commission  
Mr. B. Hoffer, Board of Directors  
Mr. J. Siegmann, Board of Directors

I. Ms. Ronzone called the meeting of the Commission to order at 8:45 a.m. with Mr. R. Jenkins joining via teleconference.

II. Election of officers  
Ms. Ronzone presented the 2015 slate of officers for the Commission:  
President, Ms. B. Ronzone  
Vice President, Mr. D. Shoup  
Secretary/Treasurer, Mr. R. Jenkins

**Mr. Shoup moved to elect the 2015 officers for the Commission as presented. Mr. Jenkins seconded. There was no discussion. A vote of the Commission was taken and motion passed unanimously.**

III. Adoption of the 2015 ECCVB Business Plan including Budget. All members received a draft for review prior to the meeting.

**Mr. Shoup moved to accept the 2015 ECCVB Business Plan and Budget as presented. Mr. Jenkins seconded. There was no discussion. A vote of the Commission was taken and motion passed unanimously.**

IV. **There was no other Commission business. Ms. Ronzone moved to adjourn. Mr. Boecher seconded. Motion passed with all in favor. Meeting of the Commission adjourned at 8:50 am.**

I. Ms. Ronzone called the meeting of the ECCVB Board of Directors to order at 8:51 am.

II. Election of Officers  
Mr. King presented the slate of 2015 officers for the Board of Directors:  
President, Mr. L. King  
Vice President, Ms. E. Billey  
Secretary/Treasurer, Ms. K. Clarke

**Ms. Billey moved to elect 2015 officers for the Board of Directors as presented. Mr. Bearss seconded. A vote of the Board of Directors was taken and motion passed unanimously.**

III. Adoption of the 2015 ECCVB Business Plan including Budget. All members received a draft for review prior to the meeting.

**Mr. Bearss moved to accept the 2015 ECCVB Business Plan and Budget as presented. Mr. King seconded. There was no discussion. A vote of the Board of Directors was taken and motion passed unanimously.**

IV. Financial Report for year ending December 31, 2014:  
Ms. Clarke reported that the ECCVB will receive approximately \$350,000 in January, 2015 that represents the rollover from the remainder of 2014 innkeepers' funds. Referring to the income statement she noted a \$200,000 loss in operating income which will be back in line when the withheld payment is received. She added that we asked for an increase of \$200,000 in our 2015 budget and feel this will balance us out well, although December collections may be withheld.

The strategy is to again build our reserve which would require three to four months of our highest revenue to have a stable reserve. We had a few years of reserve funds that allowed for special projects, but we do not have any special big projects this year. We want to see what happens in the hospitality industry and must stay conservative.

Brief discussion ensued relative to our lease of which there are 3 years remaining. The Commission and Board previously agreed to look at long-range options.

**Mr. King moved to approve the Financial Report. There was no further discussion Mr. Bearss seconded. A vote was taken and motion passed with all in favor.**

V. Bureau Update: Ms. Lawson distributed the December 2014 Board Report and gave a year-end review & 2015 overview.

2014 Year-end Report: Every key initiative on our plan was accomplished. Ms. Lawson handed out an info-graphic on performance results that showed:

- ECCVB partnerships with more than \$701,000 partner dollars invested in co-op programs.
- \$220,500 invested in marketing and advertising resulted in \$26 million in visitor spending
- The Heritage Trail audio driving tour generated \$3 million in visitor spending
- Visitor spending resulted in nearly 420,000 room nights sold
- More than 5,500 jobs in Elkhart County are due to visitor spending

2015 Business Plan Overview:

- Excitement is building regarding Horizon 3.0
- The ECCVB will continue to work with downtowns and not-for-profits
- Looking at developing downtown information kiosks
- NITDC is undertaking a branding project. May look for CVB to do that in 2016
- The Regional Cities initiative is going forward. By July 1 every city and town in the region has to identify a project. The state will play a role investing through IDC. Horizon 3.0 is working on Elkhart County's plan. The timeline to start meeting is March and must have a list together by May. The ECCVB has committed \$20,000 to the project.
- The Redevelopment Commission in Elkhart has funded a second phase study for the sports project and Mike will be working on that.
- Product development – The CVB has talked about the possibility of an inn with an outdoor theme bordering Ox Bow. Could such a development partner with county parks and also connect with bike paths on the river? There is a new superintendent and if County Parks Dept. is receptive we could do a feasibility study.

VI. Other Business: Updates were given on the group travel business and the destination being featured in several group travel publications. It was also mentioned that Ms. Nash recently received her certification with honors.

VII. **The 2015 meeting schedule was presented and moved to accept by Mr. King, seconded by Mr. Bearss and approved unanimously by vote.**

IX. Ms. Ronzone adjourned the meeting at 9:45 a.m.

Submitted by:  
Jackie Hughes  
Staff Recorder