

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

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

I. Ms. Ronzone called the meeting to order at 8:05 a.m.

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

III. Mr. Davis presented the Financial Report for the period ending February 28, 2013. Mr. Davis reported total funds of \$1,225,000. Liabilities were negligible.

Referring to the income statement, Mr. Davis reported year-to-date room tax revenues of \$348,595 which includes January collections plus funds owed for December and part of November 2012. Travel Guide income was \$15,344 less expenses. It was noted that there are no delinquencies for lodging. Reporting year-to-date expenses of \$240,368, he pointed out health insurance reflects a refund for incorrect billing.

Moving on to the cash flow statement, Mr. Davis reported year-to-date net cash of \$322,096.

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

III. Bureau Update presented by Ms. Lawson who distributed the February Board Report and provided updates.

Commission – Ms. Lawson reported Mr. Shoup had surgery and is recovering.

New Sign – There is a new, illuminated sign at the south entrance off North Pointe and the monument sign has been moved to the north entrance.

Quilt Garden – The Quilt Murals were refreshed by high school art students under the direction of Jeff Stillson during an event at Coppes Commons. The murals will remain on exhibit at the Commons until May 11.

North Pointe – Elkhart Redevelopment awarded funding of \$40,000 to support a feasibility study for a North Pointe sports themed complex. The ECCVB is managing this project which is a real statement of trust from the city. We are engaged in dialogue with Sports Time on CR 17 regarding complementing partnership possibilities and we'll keep the "Y" in the information loop.

Downtowns:

Elkhart – SoMa will present its research findings for a downtown management program at a public expo at The Lerner, May 15.

Middlebury - Applying for a Main Street designation. The ECCVB hopes to work with Middlebury on coordinating special projects in 2014.

Nappanee- The Advocacy group will meet with the mayor for a discussion on prospective 2014 projects.

NITDC – ECCVB working with NITDC on a new TAP program promoting Exit 92. A new Exit 92 billboard campaign on the Toll Road is happening this spring.

IV.

Other business:

Ms. Lawson brought up a matter of concern relative to a recent article that appeared in the special Business & Industry supplement of The Truth. The lead story was RVs and incorporated various sections of the economy including tourism. There were several interview quotes on the tourism sector that included positive statements from chamber representatives. The statement from the representative of the EDC was not positive and rather disturbing – one an opinion about the Amish community and the other that tourism is a burden on the economy. The concern is this reflects not only negatively on our industry and brand, but it also represents the mindset of the EDC regarding tourism. The issue is how to address this and communicate our positive story. Discussion ensued.

Ms. Lawson also advised that the ECCVB is responding to a public records request concerning the investigation of Mr. Rodino and the ECCVB's involvement in the China trip. We are complying with the request sending all records of our activity with that trip which was solely an arts & cultural mission.

V.

Ms. Ronzone set the next meeting for May 10.

VI.

Meeting adjourned at 10:00 a.m.

Submitted by:  
Jackie Hughes  
Staff Recorder