

MINUTES
ELKHART COUNTY CONVENTION & VISITORS BUREAU
PUBLIC MEETING OF THE
COMMISSION AND BOARD OF DIRECTORS
Friday, May 10, 2013
8:00/9:00 a.m.
Elkhart County Convention & Visitors Bureau
219 Caravan Drive
Elkhart, IN

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

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

II. **Motion to approve minutes of the March 2013 meeting was made by Mr. Bearss and seconded by Mr. Patel. A vote was taken and motion passed unanimously.**

III. In the absence of Mr. Davis, Ms. Lawson presented the Financial Report for the period ending April 30, 2013. She noted that collections from 2012 that exceeded projections are reflected in the 2013 statement.

Referring to the balance sheet Ms. Lawson reported the room tax fund of \$307,000 plus cash from other sources, which includes three funds plus prepaid expenses and receivables bringing the total current assets to \$1,055,000. Liabilities consist primarily of payroll and net equity. Moving on the income statement Lawson reported year-to-date room tax revenues of \$494,600 and Travel Guide income of \$195,400 bringing year-to-date revenues to \$690,000. Expenses totaled \$553,360 that included Travel Guide and ad placement expenses.

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

- IV. Bureau Update presented by Ms. Lawson who distributed the April Board Report and gave verbal updates.

SoMa & RiverWalk Culture Trail – The SoMa Expo happens in conjunction with ArtWalk Wednesday, May 15. This is actually the public meeting seeking input. One outcome in recognition of the downtown’s rich assets, SoMa is redefining its boundaries from Wellfield as the north end to Prairie Street on the south which incorporates the RiverWalk Culture Trail area.

Looking at the map of the new RiverWalk Culture Trail the amount of green space and “blue ways” or waterways really stood out. There are three distinct districts defined on the map: Garden District, RiverWalk District and A&E District. There are new businesses in the A&E District including Holistic Health, Wine & Canvas, Adstream (in a beautifully rehabbed 81,000 sq. ft. space) and ArtWalk Gallery showcasing ArtWalk artists. IUSB in the Depot building is still under consideration.

Currently there is a map for the RiverWalk Culture Trail (RCT) and an “app” that gives expanded information on the experiences along the way. We consider this a soft opening and with continued refinements. We are planning a formal launch of the RCT in the spring of 2014 with a regional marketing push with the purpose of improving the impression of downtown Elkhart locally and regionally. The CVB would like to commit \$150,000 to marketing this project.

Mr. King moved in support of committing \$150,000 to marketing the RCT in 2014. Mr. Siegemann seconded. There was no further discussion. A vote of the Board was taken and passed unanimously.

Nappanee– The CVB is looking forward to continuing to work with Nappanee on its downtown planning in 2014. The city has paid for the plan and is also doing signs, street and sidewalk improvements. There was favorable consensus of the Board to continue moving forward with this.

Goshen Theatre Feasibility Study – This is a timely issue. The church is going to move out and the potential for Downtown Goshen, Inc. (DGI) to get funding from management of the Goshen Theatre is strong. Goshen Theatre, Inc. would own the building and contract with DGI. This is an asset that will continue and help downtown grow. The study is \$50,000 and the ECCVB does have approved funds that can be re-appropriated.

Mr. Boecher moved to approve the re-appropriation of \$50,000 to fund the Goshen Theatre Feasibility Study. Mr. Bearss seconded. A vote was taken and approved unanimously.

Elkhart Chamber of Commerce – The Elkhart Chamber wishes to do a usage study for the buildings currently undeveloped third floor, looking at the space as a prototype for a small business incubator. The CVB has been involved with the business launch pad in Goshen. This project has the potential to broaden opportunities for small businesses in downtown Elkhart. The study cost is \$5,000.

Mr. Jenkins moved to approve \$5,000 to fund the Elkhart Chamber 3rd floor usage study. Mr. Siegmann seconded. A vote was taken and passed with all in favor.

Quilt Gardens – The 2013 season is ready to open at the end of the month with 19 gardens and 20 murals.

Jazz Festival – The ECCVB is the Anchor Sponsor for the 2013 Elkhart Jazz Festival and has seats for members of the Commission and Board for the special Winton Marsalis performance on Saturday.

- V. There was no other business.
- VI. It was unanimously agreed to postpone July meeting. Next meeting set for September 13.
- VII. Meeting adjourned at 9:40 a.m.

Submitted by:
Jackie Hughes
Staff Recorder