

MINUTES
ELKHART COUNTY CONVENTION & VISITORS BUREAU
PUBLIC MEETING OF THE
COMMISSION AND BOARD OF DIRECTORS
Friday, May 9, 2014
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. 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. B. Hoffer, 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. D. Boecher, Commission
Mr. J. Davis, Board of Directors

- I. Ms. Ronzone called the meeting to order at 8:05 a.m.
- II. **Motion to approve minutes of the March 2014 meeting was made by Mr. Siegmann and seconded by Mr. King. A vote was taken and motion passed unanimously.**
- III. Mr. Davis is out of town and has not yet reviewed the Financial Report for the period ending April 30, 2014.
- Mr. Jenkins moved to table the Financial Report until next meeting. Ms. Billey seconded. A vote was taken and motion passed with all in favor.**
- IV. Bureau Update presented by Ms. Lawson. The April Board Report was distributed.
- The Gateway Mile:** Ms. D. Hernandez made a presentation on The Gateway Mile, a new promotional campaign for downtown Elkhart. The tone is fun, reaching a variety of audiences. Partners can easily tie into The Gateway Mile master brand.

Campaign objectives:

- Establish downtown Elkhart as a desirable destination
- Educate residents and increase awareness of downtown assets
- Communicate accessibility and affordability
- Create a sense of pride
- Refocus resident perceptions of downtown Elkhart
- Increase event attendance and volume for downtown shopping and dining

Campaign approach:

- Create a unique downtown brand
- Communicate variety
- Connect various districts
- Build a platform for downtown businesses and attractions

Campaign Tactics:

- Implement a local campaign using broadcast, print and on-line
- Develop a web landing page
- Implement an opt in loyalty card program

The campaign begins Memorial Day weekend. Discussion on branding ensued.

Cross-Promotion: The CVB would like to do cross-promotion test campaign with Elkhart and Goshen in in 2015 targeting certain areas and demographics.

Goshen Theatre: B. Johnson and D. Lawson will co-chair project beginning this summer.

Downtown Goshen, Inc.: They working on a strategic plan and having discussions with Downtown Elkhart, Inc. through the process.

Wellfield Botanic Gardens: Wellfield is giving consideration to a winter holiday event. Discussions have just begun to vet what may be needed before bringing this consideration to their board.

Signage at Exit 92: Signage is being considered exit at 92 directing traffic to downtown Elkhart. Sidewalks and lights are also being considered. A tour of North Pointe for city council members to see needs of area as it continues to grow is also in the works.

Quilt Gardens along the Heritage Trail: The event starts May 30 and 2014 showcases 20 gardens and 21 quilt murals. Presentation updates on the Quilt Garden event to city, town and county councils are in process.

Midwest Living: The June issue of Midwest Living magazine features a 6-page spread on the Quilt Gardens and the entire destination. This publication reaches nearly 1 million readers.

V. Other Business

- **Treasurer’s Office Update**
As previously discussed, the Treasurer’s office is no longer providing information relative to unpaid or late room tax collections and delinquencies to us which makes follow up difficult. Mr. Hoffer stated that he has had conversation with the county attorney to clarify the situation and stressed the importance of us receiving the information based on our past record. Mr. Buche is looking into the matter.
- **Lease Renewal**
According to the ECCVBs lease, the owner has the option to do a cost of living, SSA index, done in 5-year segments, and has the opportunity to increase rent pursuant to that index. The lease renewal reflects a rent increase of \$698 per month which brings the rent to \$6,877 per month through 2019. Discussion ensued.

Mr. King moved for beginning preliminary research to assess other prospects and purchase opportunities. Mr. Siegmann seconded. A vote was taken and motion passed.

Mr. Jenkins moved that Mr. Davis review lease computations to ascertain that calculations are correct and increase appropriate. Mr. Shoup seconded. A vote was taken and motion passed.

- **990**
The 990 was recently sent to all members of the Board of Directors. Their review of the 990 is required by law.

VI. Brief discussion ensued on convening a July meeting.
Motion to cancel the July meeting was made by Mr. Bearss and seconded by Mr. Hoffer. A vote was taken and motion passed.

VII. There was no other business. Ms. Ronzone called for a motion to adjourn.
Motion made by Mr. Siegmann and seconded by Mr. Hoffer. So moved.
Meeting adjourned at 9:15am

Submitted by:
Jackie Hughes
Staff Recorder