

MINUTES
ELKHART COUNTY CONVENTION & VISITORS BUREAU
PUBLIC MEETING OF THE
COMMISSION AND BOARD OF DIRECTORS
Friday, November 14, 2014
8:00/9:00 a.m.
Elkhart County Convention & Visitors Bureau
219 Caravan Drive
Elkhart, IN 46514

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
Ms. K. Clarke, Board of Directors
Mr. B. Hoffer, Board of Directors
Ms. E. Billey, Board of Directors
Mr. D. Bearss, 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

I. Ms. Ronzone called the meeting to order at 8:12 a.m.

II. **Motion to approve minutes of the regular September 2013 meeting was made by Mr. Shoup and seconded by Ms. Billey. A vote was taken and motion passed with all in favor.**

Motion to approve minutes of the Special Teleconference Meeting of the Board of Directors on October 24, 2014 was made by Mr. Siegmann and seconded by Mr. Bearss. A vote of the Board of Directors was taken and passed with all in favor.

III. Ms. Clarke presented the Financial Report for the period ending October 31, 2013. She reported the transfer of \$300,000 from the ECCVB bifurcated account to the innkeepers tax fund account per approval of the Board of Directors.

Ms. Clarke reported year-to-date room tax revenues of \$1,300,000. Since we have received our budgeted allowance, the withheld payment of \$346,000 in room tax revenues will be received in January 2015. 100% of the 2014 Travel Guide income has been received.

She noted that we have retained \$1,200 of uncollectable debt on our accounts receivables as a result of businesses that went out of business and asked for permission to remove this from our books.

Mr. Hoffer moved to write off the \$1,224.32 as bad debt.

Mr. Bearss seconded. A vote was taken and passed with all in favor.

Mr. Siegmann moved to approve the Financial Report as presented. Mr. Jenkins seconded. A vote was taken and passed with all in favor.

- IV. Mr. Boecher presented nominations for 2015 ECCV Commission officers:
President, Ms. B. Ronzone
Vice President, Mr. D. Shoup
Secretary/Treasurer, Mr. R. Jenkins

Mr. Jenkins moved to close nominations for 2015 officers of the ECCV Commission. Mr. Patel seconded. A vote of the Commission was taken and nominations were closed with all in favor.

- V. Mr. Hoffer presented nominations for the 2015 officers for the Board of Directors:
President, Mr. L. King
Vice President, Ms. E. Billey
Secretary/Treasurer, Ms. K. Clarke

Mr. Bearss moved to close nominations for the 2015 officers for the Board of Directors. Mr. Siegmann seconded. A vote of the Board of Directors was taken and nominations closed with all in favor.

- VI. Bureau Update was presented by Ms. Lawson. She distributed the October Board Report and called on M. Huber to report on studies and activities.

Economic Impact Study – Mr. Huber reported a draft of the new Certec study is in that shows an increase in spending of 3.8 percent over 2011 levels.

Information on trip characteristics in the study comes from on-site sampling which is determined by the number of people here at the time. In 2015 we want more data collection; more surveys to get a true look at characteristics.

North Pointe – We are working with Scott Franko on way finding signs to downtown and expected completion should be the early part of 2015.

Cassopolis Street – City plans for a multi-modal path on Cassopolis Street from North Pointe to Bristol Street are moving forward with 2015 for design and 2016 beginning construction. The challenges faced are right of ways that go to the street.

Sports Project - The Ramada Inn was a proposed site for a multi-use sports complex. With its recent sale new sites need to be identified. The city has asked the CVB to manage and coordinate this project. The city will fund and have final say.

Studies – The latest Certec study on Elkhart County’s tourism and travel industry is now completed which shows increased spending of 3.8 percent over 2011.

The ECCVB engaged Hunden Strategic Partners to conduct a market and feasibility study for the potential development of boutique hotels in downtown Goshen and Elkhart. Overall the study was pretty positive on the opportunity to provide something that was not competitive with current product. It did highlight that the project should be part of a larger redevelopment opportunity to be successful. The Goshen study is complete. Elkhart is currently in draft form.

Niche, small hotels with a higher market price diversifies lodging in our destination. Walkable, downtown lodging can go a long way in quality of place enhancements.

All research was conducted by and comes from the consultant.
The CVBs role in these studies comes through needs voiced by the cities.

Discussion ensued about other communities and advantages.

Commission and Board will be sent a link to access all the above studies.

VII. Other business –

The CVB is working on its 2015 budget. There is a line item for the Quality of Place initiative. There is also a Regional Cities initiative in the State of Indiana. Legislators may appropriate dollars to cities that apply. The core of the Regional Cities initiative is quality of place to attract and retain talent. The key drivers are social offerings, diversity and aesthetics.

Quality of Place must be an organized, collaborative initiative for change. The Tourism Development Committee has morphed into a Quality of Place initiative.

Goshen is considering the idea of pursuing a 1% Food & Beverage Tax as a means to help fund the Goshen Theatre and dedicated to building a better city. Although this is going to be a hot topic, the Commission and Board agreed that it’s OK for the CVB to be involved in the discussion.

VIII. Next meeting was set for January 9, 2015 at the new Fairfield Inn.

IX. Mr. King moved for adjournment. Ms. Billie seconded. The motion passed and Ms. Ronzone adjourned the meeting at 9:25 a.m.

Submitted by:
Jackie Hughes
Staff Recorder