

**MINUTES**  
**ELKHART COUNTY CONVENTION & VISITORS BUREAU**  
**PUBLIC MEETING OF THE**  
**COMMISSION AND BOARD OF DIRECTORS**  
**Friday, September 12, 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. D. Boecher, Commission  
Mr. R. Jenkins, Commission  
Ms. G. Patel, Commission  
Mr. D. Shoup, 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  
Ms. K. Clarke, Future Appointee

**ABSENT:** Mr. A. Patel, 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 May 2014 meeting was made by Mr. Shoup and seconded by Mr. Bearss. A vote was taken and motion passed unanimously.**
- III. Mr. Davis presented the Financial Report for the period ending August 31, 2014. He reported cash balance of \$941,300, negligible liabilities with total funds at \$978,000. Year-to-date room tax revenue is \$1,056,000.

Comparing revenue from last year, Davis noted it is not up much. In September the CVB will receive \$144,000 in room tax revenues which is the final amount we will receive this year. The budget last year was \$1.2 million and the remaining 2014 collections will be held back and released to us January 2015.

2014 expenses reflect additional appropriations of \$300,000. Davis advised that by the end of this year we'll have a negative innkeepers' tax fund account of approximately \$275,000. Sometime in 2014 we may actually have to borrow to offset that deficit. The CVB can take resources from the bifurcated fund and transfer which would require special action. We can write checks out of bifurcated money.

He noted gaps in cash flow are historic yet assured members the CVB will receive all room tax money still owed in 2015. The CVB is on a cash basis for room tax revenue, not an accrual basis.

**Ms. Billey moved to accept the Financial Report as presented. Mr. Shoup seconded. A vote was taken and motion passed with all in favor.**

IV. Mr. Davis announced his resignation from the Board of Directors. He then introduced Ms. K. Clarke, his suggested replacement for his office of Secretary/Treasurer, and stressed her passion for the community. Brief discussion ensued.

V. The protocol for appointing new Board of Directors members was reviewed. The Commission has the authority to appoint Board members to the not-for-profit. The Board of Directors has the authority to elect that individual to the vacated office.

**Ms. Ronzone called for a motion from Commission members to appoint Ms. K. Clarke to the Elkhart County Convention & Visitors Bureau Board of Directors. Mr. Jenkins so moved. Mr. Shoup seconded. A vote of the Commission was taken and passed with all in favor.**

VI. **Mr. King called for a motion from the Board of Directors to elect Ms. K. Clarke to the vacated office of Secretary/Treasurer. Mr. Bearss so moved. Ms. Billey seconded. A vote of the Board of Directors was taken and passed with all in favor.**

VII. Bureau Update: Ms. Lawson distributed the August reports and updated members on current business.

2015 Business Plan Special Quality of Place Projects: It was decided special projects would be changeable, and this is the final year for the Flower Carpets. One such project could be downtown informational signs like those used in Asheville could promote the immediate area on one side and cross promote the entire destination and assets of other communities on the other. Such a project would benefit multiple communities. Of course, signs would be compliant with

what is already in the community and phased in which may take more time in some communities.

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Both the Commission and Board agreed that Ms. Lawson should further investigate the concept and costs involved.

Goshen/First Fridays: The ECCVB is working with Downtown Goshen Inc. and with Goshen hotels to build relationships and work on ways to cross promote First Fridays as a weekend getaway incentive and develop a campaign in 2015 connecting downtown with hotels.

Nappanee: Ms. Lawson has met with Mr. Kitson of the Nappanee Chamber to develop a downtown brand. Both Nappanee and Goshen will have new mayors and in 2015 we are socializing visions in 2015.

Elkhart: Continue Gateway Mile and the direction of downtown development.

Horizon 3.0: A forum on “Quality of Place” convenes at INOVA on the 18<sup>th</sup> of September with Ball State’s Michael Hicks and Richard Heupel leading the discussion. Dallas Bergl and Mayor Kauffman are co-chairing the initiative. The ECCVB helps with administration and funding conversations on quality of place starting with a series of speakers, take an assessment of what we have and what we need and from there deeper into the process to finalizing a solid plan. Ms. Lawson is seeking people interested in becoming involved in Horizon 3.0.

VIII. Other Business:

Goshen Art House Request – They are seeking support for its programs and special events. The Board and Commission concurred that this should be a sponsorship request and the CVB will work with them on this.

IX. There was no other business. Ms. Ronzone set the next meeting for November 14.

X. Meeting adjourned at 9:10am

Submitted by:  
Jackie Hughes  
Staff Recorder