



eccvb.org

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ELKHART COUNTY CVB BOARD OF DIRECTORS

Minutes of Public Meeting

Friday, January 9, 2026, at Elkhart County Visitors Center, 3421 Cassopolis Street, Elkhart, IN

PRESENT: Mr. Levi King, Board of Directors President
Ms. Brittany Short, Board of Directors Vice President
Mr. Larry App, Board of Directors Secretary/Treasurer
Mr. Arvis Dawson, Board of Directors
Mr. Brian Hoffer, Board of Directors
Mr. Rochali Newbill, Board of Directors
Mr. Dan Shoup, Commission President and Board of Directors

ATTENDING: Ms. Gita Patel, Commission Vice President
Mr. Dan Boecher, Commission
Mr. Anant Patel, Commission
Mr. Hursh Patel, Commission
Mr. Doug Risser, Commission
Mr. Jon Hunsberger, Executive Director
Mr. Terry Mark, ECCVB Staff

CALL TO ORDER

Meeting called to order at 8:41 a.m. A quorum is present.

APPROVE MINUTES

On the November 14, 2025, minutes, motion made by Mr. A. Dawson to approve. Seconded by Mr. L. App. No discussion. Approved by all present.

ELECTION OF OFFICERS

Mr. J. Hunsberger introduced Mr. H. Patel as a newly appointed member of the Elkhart County Convention and Visitors Commission.

On the 2026 officers, motion made by Mr. R. Newbill nominate a slate of Mr. Levi King as president, Ms. Brittany Short as vice president, and Mr. Larry App as secretary-treasurer. Seconded by M. A. Dawson. There were no other nominations. Approved by all present.

FINANCIAL REPORT

Mr. L. App reported:

- A strong balance sheet for the Elkhart County CVB's finances. All levels are at the expected amounts with projects completed in 2025. He referred all to a written report distributed to all members for additional details.
- Financial situation is looking good going into 2026, with an increased budget of \$2.9 million with projected carryover of \$600,000 in hotel tax revenue at the end of 2026.

On the financial report, motion made by Mr. B. Hoffer to accept as submitted. Seconded by Mr. A. Dawson. No discussion. Approved by all present.

BUREAU UPDATE

Mr. J. Hunsberger provided the following updates:

- Further explanation on innkeepers tax collection and the budget process. There was discussion of statutory use of innkeepers tax funds and future projection on hotel occupancy.
- Ms. Janis Logsdon is no longer employed with the Elkhart County CVB. Introduced Ms. Jenna Brouillette and Ms. Jess Risner. Ms. J. Risner works with the group and sports markets and is full-time, assuming some sales duties, after previously being part-time. Ms. J. Brouillette is starting as brand strategy manager.
- Partners in the Joe Veneto Experience Collaboratory experience development project are creating scripts and experiences that can be packaged, marketed and sold to visitors. The project will wrap up at the end of March.
- Website and customer relations management provider is being transitioned from Simpleview to Tempest. The new website is expected to go live in August.
- Elkhart County Area Guide design services are being transition to Ally Sterling. This year's area guides are being delivered to partners by Ms. J. Risner and Ms. J. Brouillette.
- An update to its strategic plan will be conducted with Clarity of Place.
- The Trolls large-scale public art exhibition coming in 2028 will be at 12 locations adjacent to the Heritage Trail and in proximity to Quilt Gardens. The experience will be extended through advocacy to schools and arts education entities.

There was general discussion of the Elkhart County Area Guide.

NEXT MEETING

Next meeting will be at 8 a.m. Friday, March 13, 2026

Meeting adjourned at 9:31 a.m.

Respectfully submitted,

Terry Mark
Elkhart County CVB staff

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