



[eccvb.org](http://eccvb.org)

3421 Cassopolis Street  
Elkhart, Indiana 46514

OFFICE: 574-262-8161

TOLL-FREE: 800-262-8161

FAX: 574-262-3925

## ELKHART COUNTY INNKEEPERS TAX COMMISSION

### Minutes of Public Meeting

Friday, May 8, 2026, at Elkhart County Visitors Center, 3421 Cassopolis Street, Elkhart, IN

PRESENT: Mr. Dan Shoup, Commission President and Board of Directors  
Ms. Gita Patel, Commission Vice President  
Mr. Rick Jenkins, Commission Secretary/Treasurer  
Mr. Dan Boecher, Commission  
Mr. Anant Patel, Commission  
Mr. Doug Risser, Commission

ATTENDING: 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. Jon Hunsberger, Executive Director  
Mr. Terry Mark, ECCVB Staff

ABSENT: Mr. Hursh Patel, Commission

### CALL TO ORDER

The meeting was called to order at 8:02 a.m.

### APPROVE MINUTES

Ms. G. Patel moved to approve the January 9 and March 13 minutes. Mr. A. Patel seconded. It was approved with all in favor.

### FINANCIAL REPORT

Mr. L. App said the Elkhart County CVB's – balance sheet and profit-and-loss statement were strong and within expectations. He said one item that is over-budget is sponsorship ad placement related to Celebration Under the Stars and Elkhart Jazz Festival. He said the technology line was also over budget.

Mr. A. Patel moved to accept the financial report. Mr. D. Risser seconded. It was approved with all in favor.

## **BUREAU UPDATE**

Mr. J. Hunsberger said the Elkhart County CVB staff is moving swiftly in the transition to new customer relations management and website design projects with Tempest. He said Ms. Jessica Barnhart is still the staff person in charge of information technology, with Ms. Jenna Brouillette taking over some digital marketing duties. He said the redesigned website will launch to the public in August. He said Ms. J. Barnhart will be taking over area guide sales and will be implementing a new strategy on reaching out to partners. He said there is a cost savings and a better product in the transition to Tempest from Simpleview.

Mr. J. Hunsberger said work is ongoing with Clarity of Place on updating the strategic plan. He said the work started with an initial meeting last month to discern roadmap and the update should take about five months. He said work in June will include focus groups with identified partners in accommodations, arts and culture, attractions, restaurants, chambers of commerce, and local elected officials.

Mr. J. Hunsberger said the Elkhart County CVB budget is up with sponsorship investment, working with Kit Bernardi on a documentary on the Quilt Gardens and sponsoring the first episode of "Kit's Road Trip America" that features Elkhart County.

Mr. J. Hunsberger shared event updates on the Greater Elkhart Chamber Business After Hours on May 19, the Elkhart Jazz Festival VIP reception on June 18, and Celebration Under the Stars on August 29 with Boyz II Men and The Jacksons.

There was general discussion of the Heritage Trail audio.

## **OTHER BUSINESS**

Ms. B. Short said that the Toast to the Trails event with approximately 200 people at the Spohn Ballroom went really well. She also reported on the Pumpkinvine Trail Coalition's work to prepare a READI grant application that would support improved lighting, landscaping and murals to improve the Goshen-to-Elkhart section, ongoing work on the Hawpatch Trail in Millersburg, and the establishment of a maintenance fund. She said that the Pumpkinvine Nature Trail won USA Today's readers' choice voting for best recreational trail.

Mr. J. Hunsberger said the Elkhart County Visitor Guide won the Indiana Tourism Association's award for Best Visitor Guide.

There was general discussion of the READI arts and culture grant.

## **NEXT MEETING**

The next meeting will be Friday, July 10, 2026, or Friday, September 11, 2026.

The meeting adjourned at 8:52 a.m.

Respectfully submitted,

Terry Mark  
Elkhart County CVB staff

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