

**ST. JOSEPH COUNTY HOTEL MOTEL TAX BOARD**  
**THURSDAY, AUGUST 1, 2024**  
**POTAWATOMI ZOO, 500 SOUTH GREENLAWN AVENUE, SOUTH BEND, INDIANA**  
**8:30 A.M.**

**Members Present**

John Anthony	Paul Phair
Rob DeCleene	Gary West
Becky Fletcher	Kyle Willis
Mark McDonnell	Ron Zeltwanger
Jenny McNeil	

**Members Absent**

Micki Kidder  
Carmen Piasecki

The meeting was called to order at 8:30 a.m. by President Anthony. Mary Ellen Smith conducted roll call of board members.

**APPROVAL OF MINUTES**

President John Anthony entertained a motion to approve the Minutes of the 5/13/24 meeting. Mark McDonnell moved to accept; Jenny McNeil seconded; and motion carried.

**TREASURER'S REPORT**

Ron Zeltwanger reviewed the Financial Report ending 6/30/24. The Mishawaka Sports Complex/Fund 4926 had a cash balance of \$875,355.16. The Potawatomi Zoo Capital/Fund 4927 - \$978,850.81; Morris PAC Capital/Fund 7403 - \$820,400.29; Tourism Capital Investment/Fund 7404 - \$1,934,542.96. The Hotel-Motel Tax/Fund 7304 started 2024 with a cash balance \$6,606.445.88 plus YTD receipts of \$2,308,258.65 minus YTD disbursements of \$4,221,218.29 which leaves a net cash balance of \$4,693,486.24. To date \$2,375,677.00 has been collected. The projected Q3-4 revenue is \$3,700,000.00. The projected 12/31/24 cash balance is \$6,075,267.00.

**PRESIDENT'S REPORT**

President Anthony thanked Josh Sisk, Executive Director, and Potawatomi Zoo for hosting the meeting. He reported that the trail connecting Notre Dame to downtown South Bend is in full construction mode. The Indiana Dinosaur Museum held a grand opening ceremony 7/11/24.

**AGENCY REPORTS**

**VISIT SOUTH BEND MISHAWAKA**

Jeff Jarnecke, Executive Director, reported that the STR report shows that Q2 Occupancy and Demand were both down 1%; however, the Average Daily Rate is up 2%. Q3 and Q4 are expected to be strong and will close the gap. Three billboards along the Indiana Toll Road (one in LaGrange County and two in LaPorte County) feature St. Joseph County digital promotions and lodging options.

Recent events include The National Baton Twirling Championships (AYOP) were held 7/16-19/24 at Notre Dame with 2,000 participants. Staff will be meeting with Notre Dame soon to select 2025 dates. The North American Scrabble Players Association (NASPA) Championship Games were held 7/20-24/24 at Century Center. The scrabble players reported that they enjoyed South Bend so much compared to Las Vegas in 2023. Future events include the Midwest Pickleball Open to be held at the Mishawaka Fieldhouse and H2 Pickleball Club 10/25-27/24 with more than 500 participants and over \$19,000 in total prizes. The U.S. Figure Collegiate Skating Championships will be held in April 2025. The National Gymnastics Association Midwest Regional Championships will be held at Notre Dame in 2026. The International Jugglers Association Festival will return in 2028.

CSL consultants will add action steps to the initial draft of the Tourism Master Plan for St. Joseph County and will present at a future meeting. The Tourism Master Plan will be finalized around Labor Day 2024.

Becca Alexander has joined the Visit South Bend Mishawaka staff as Digital Marketing Manager. VSBM has received reaccreditation from the Destination Marketing Accreditation Program.

#### POTAWATOMI ZOO

Josh Sisk, Executive Director, reported that the \$6 million “Cat Tracks” expansion project will break ground Spring 2025 and should open later that year or early 2026. He reported that 64% of visitors have Zip Codes from outside St. Joseph County.

#### MISHAWAKA SPORTS FIELDHOUSE

Tony Stearns, General Manager, gave a construction update. Baskets, scoreboards and curtains are installed. Prep work has started on hardwood floors. Turf sub-grade is down and will be installed on 8/5/24. Pickleball floors will begin install on 8/19/24. The concession stand is near completion. The reception desk and light fixture is installed. The Grand Opening is slated for mid-late September 2024. Board members were invited to come for a hard hat tour.

Nick Kleva, Vice President of Events, Marketing & Strategy, reported that scheduled events include the Midwest Pickleball Open 10/25-27/24 partnering with H2 Pickleball and VSBM with 500 players. Northern Indiana Volleyball Association (NIVA) will host five power series events January-May 2025 and partnering to host a tournament over Martin Luther King, Jr., weekend. A contract is being finalized with Made Hoops to bring a basketball tournament 5/3-4/25 with 750 room nights. A three-year contract is being finalized with Inside Out Volleyball to relocate their AmishLand AAU Grand Prix tournament over Mother’s Day Weekend with 250+ teams. Other discussions are taking place with unique sports – cheerleading, gymnastics, cornhole, wrestling, and more about hosting events.

Kleva continues to meet with sponsors for naming rights, court sponsors, banners, etc. Two Volleyball Directors start 8/1/24. Offers have been made to Basketball and Pickleball Directors. A Food & Beverage Director and support staff will be hired soon. Staff are part-time now and will be full-time in November. Board members will be invited to the ribbon cutting and opening in mid- to late-September. Kleva invited board members to hold the 11-7-24 meeting at the Mishawaka Fieldhouse.

#### MORRIS PERFORMING ARTS CENTER

Andrew Schreiber reported the Morris has been nominated for the Official Community’s Choice Awards in the “Favorite Theater” and “Live Music/Concert Venue” categories and the Palais Royale has been nominated in the “Wedding Venue” and “Places to Dance” categories.

There are 101 events booked in 2024 and 66 events booked in 2025. The theater will be closed 8/11/25 – 10/3/25 for construction of the Raclin Murphy Encore Center opening into the Morris. YTD 2024 Income was \$557,129 less Expenses of \$836,384 left a Net Loss of -\$279,255.00. A slower Q1 and Q2 will be made up in Q3 and Q4. The Broadway 2024-2025 individual show tickets will go on sale in Q3. A total of 49,474 tickets were sold with \$1,924,384 gross up to 7-3-24. Upcoming shows include Jeff Dunham with two shows 8/7-8/24 and Amy Grant 10-18-24.

A discussion followed regarding ticket revenue vs. number of tickets sold. A question was asked about having Lion King Broadway show return to the Morris. Schreiber explained that South Bend is close to Chicago and the same shows cannot be booked at South Bend within or close to Chicago dates. Staff are working with American Theater Guild to have Lion King return to South Bend.

## CENTURY CENTER

Schreiber reported Century Center YTD 2024 Income was \$2,071,892 less Expenses of \$2,588,381 left a Net Loss of -\$516,489. There are 14,900 Hotel Room Nights estimated in 2024. 2024 Q2 events included the North American Scrabble Players Association (NASPA); Indiana League of Municipal Clerk Treasures; IAWRP; Sunburst races; Indiana Council of Deliberation Annual Conference; ILMCT 87<sup>th</sup> Annual Conference; International Association of Water Rescue Professionals; Game And Watch E-sports; MMA; and Music on the Island. Upcoming Q3 events include events include Music on the Island 8/9/24; Viaggio Dealer Show 8/5-7/24; Barletta Dealer Show 8/19-22/24; Northern Indiana Missionary Baptist Prayer Breakfast 8-17-24; Notre Dame Tax & Estate Planning Institute 9/25-27/24; Star Martial Arts 9/14/24; College Fair 9/23/24; Jurassic Quest 10/4-6/2; South Bend Hall of Fame Dinner 10/8/24; Growing Kids Conference 10/14/24 and Cops and Goblins 10/29/24. Other upcoming events include Indiana School of Nutrition; Marines Corp Ball; ICE All Stars; Indiana Latino Institute Education Summit; MCDA Cheer Competition; and Holiday Artisan Market. The 2024 estimated Hotel Room Nights is 14,900.

The 2025 Capital Budget total of \$470,554.62 includes \$338,526 for event equipment including 8 steel 24" round bistro tables/\$3,000; 8 steel 32" round bistro tables/\$3,648; steel heavy duty stacking armchairs/\$11,492; 2,000 MityLite banquet chairs/\$290,000; 4 5-wheel chair dollies/\$3,200; 50 plastic 72"x30"x29" folding tables/\$14,850; 20 plastic 72" round folding tables/\$12,336.

The 2025 Capital Budget of \$132,028.62 for food and beverage equipment includes 1 Crown Counter-top Direct 30-gallon steam tilting kettle/\$8,700; 1 Frymaster steel gas fryer/\$30,933.40; 3 New Age enclosed pan rack/\$6,699.18; FOH smallwares/\$18,000; BOH smallwares/18,000; 1 Hobart Center-line planetary cast iron mixer/\$1,967.06; 4 Bon Chef chrome double heat lamps/\$2,268; 2 Winco Benchmark pizza/pretzel warmers/\$2,230.62; 6 Cal-Mil Squared black cube risers/\$870.90; 4 Easter tabletop Corian carving boards/\$2,860.88; 2 Keurig single serve commercial coffee makers with water reservoir/\$1,050.84; 2 Star quick-ship classic steamro JR hot dog steamers/\$2,247.74; 4 Omega granita silver drink dispensers/\$8,500; 8 Southern Aluminum 8' rolling tables/\$12,250; 4 Southern Aluminum silver serpentine rolling tables/\$5,450; and estimated shipping/\$4,500.

## **OLD BUSINESS**

### TOURISM CAPITAL INVESTMENT FUND COMMITTEE (TCIF) UPDATE

Paul Phair reported that the TCIF Committee full report is expected at the 11-7-24 meeting.

### NOMINATING COMMITTEE

Gary West reported that he and Kyle Willis worked with Jeff Jarnecke, Executive Director of Visit South Bend Mishawaka (VSBM). He said that the current officers are willing to serve again and presented the following slate of officers: President – John Anthony; Vice President – Micki Kidder; and Treasurer/Secretary – Ron Zeltwanger. Gary West motioned to approve the slate of officers; Jenny McNeil seconded; and motion carried.

### ALLOCATION COMMITTEE UPDATE

Becky Fletcher reported that the Allocation Committee recommends the 2025 Proposed Hotel/Motel Tax Fund Budget: Century Center Debt service/\$385,000; Century Center Lease/\$221,437; Century Center Operations/\$1,275,000; Century Center Building and Structures/\$500,000; CVB Operations increase to \$1,850,000 due to two new staff positions; CVB Marketing Grants/\$400,000; CVB Special Projects/increase to \$1,250,000 for new events and festivals; and CVB Tourism Grants/\$225,000. Becky Fletcher motioned to approve the 2025 Proposed Hotel/Motel Tax Budget; Jenny McNeil seconded; and motion carried.

**NEW BUSINESS**

None

**ADJOURNMENT**

With no further business Anthony entertained a motion to adjourn the meeting. Gary West moved to adjourn the meeting; Jenny McNeil seconded; and the meeting adjourned at 9:26 a.m.

JA:mes