



PA Dutch CVB Board of Directors

June 2011 Meeting Minutes

I. **Call to order**

Chairman Deryl Stoltzfus called to order the regular meeting of the PA Dutch CVB Board of Directors at 12:02 p.m. on June 9, 2011 in the CVB Theatre.

II. **Roll call**

The following persons were present: Shane Ackerman, Chris Barrett, Scott Bowser, Jan Garrabrandt, Vicki Kulina, Mike Messina, Kevin Molloy, Deryl Stoltzfus, Marsha DiBonaventuro, Janet Wall, Commissioner Scott Martin, Scott Miller, Jennifer Buchter, David Nikoloff, Randy Patterson, Chuck Simmons, Tom Baldrige, Vince Bulik, Sheryl Holzbauer

The following persons were absent: Maria-Jose Tennison, Rick Stammel

III. **Consent agenda**

The board reviewed the May board meeting minutes.

MOTION: The board voted and approved the May board meeting minutes.

The board reviewed the June membership report. The CVB gained 9 new members, reinstated 0 members, and lost 1 member. The CVB now has 721 members.

MOTION: The board voted and approved the June membership report.

IV. **New business**

Marketing Plan

The CVB recommended spending an additional \$30,000 in both the Harrisburg/Lancaster/Lebanon/York (HLLY) and DC markets. The board discussed this and recommended that the CVB spend more money than the proposed amount in order to saturate the markets more thoroughly. The board agreed that \$30,000 would be a sufficient start for the HLLY market and \$50,000 would be sufficient for the DC market, but after a few weeks, the results should be evaluated to see if even more money should be spent in these markets.

MOTION: The board voted and approved spending an additional \$80,000 in media marketing.

Convention Center Financial Status

The LCCCA and the CVB are working together to ensure the financial success of the Convention Center. The Board was briefed on the current status in relation to existing revenue streams including the Hotel Tax. The CVB and LCCCA met with Wells Fargo to discuss the ongoing outstanding debt situation and to brief Wells Fargo concerning the larger role of the

CVB and the responsibility that they have to ensure the overall success of the tourism community within the county. Another step that the CVB must take in order to ensure financial success is getting to the root of the funding discrepancy between the Smith Travel Research (STR) report and the county hotel tax report. The CVB is currently working on this.

V. Ongoing business

Periods 4 & 5 Finance Report

The hotel tax is down, but revenue is over budget and expenses are under budget.

New Product Development Report

The CVB commissioned a study that is underway now and will be completed by June 24. The report will be discussed at the July board meeting.

Strategic Plan Report

When the CVB gets the New Product Development report, the Strategic Planning Committee will be able to move forward.

Janet is reaching out to group friendly members to identify shifts in the market. This information will be considered in the strategic planning process.

Bylaws Committee Report

The committee is working on the previously proposed changes; everything should be complete by the next board meeting.

VI. Adjournment

Chairman Deryl Stoltzfus adjourned the meeting at 2:06 p.m.

Minutes respectfully submitted by Kristen May.