



PA Dutch CVB Board of Directors

February 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 February 10, 2011 in the CVB Theatre.

II. **Roll call**

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

The following persons were absent: Marcia DiBonaventuro

III. **Approval of January meeting minutes**

The board voted and approved the January board meeting minutes. They are now posted on the [members' microsite](#) within the CVB website.

IV. **Approval of February membership report**

The CVB gained 3 new members, reinstated 0 members, and lost 0 members. The CVB now has 689 members and a total gained income of \$1,530.00.

The board voted and approved the February membership report.

V. **New business**

Upcoming Presentations: Interstate

Chris Barrett reported that Mark Moosic and Josh Nowak will be meeting with the CVB for an operational update next week and that there are plans to have Interstate join us for quarterly meetings moving forward to provide updates and continue strengthening the relationship.

New Product Development for Lancaster County Presentation: Jim Smucker

Jim Smucker briefed the board on the history and planning steps that have been undertaken in previous years concerning new tourism product development. Right now, there is no proactive effort overseeing product development for the tourism industry. The board discussed different approaches to tackling this role in the planning of our future and the potential risks of complacency. Board members expressed support of the concept and potential funding ideas, which included the need for local municipalities and the private business sector to contribute which would help ensure that everyone at the table is fully vested in the mission. The board agreed to reopen some of the previous research compiled by the CVB and plans to look for

updated figures in order to develop a budget for board consideration. The board will continue discussions on this matter in the coming months.

MOTION: The board voted to have the executive committee act quickly to put together a task force to review product development and the presentation by Jim Smucker and to report back to the board no later than May 2011 with their findings and conclusions on the matter.

Mission and Vision Statements

Deryl updated the board on strategic planning discussions that are underway. The board was encouraged to consider whether or not the mission and vision statements that are currently in place accurately define and position what the CVB does and where it's going and if they are relevant to the visitors of Lancaster County and the CVB members.

Janet reported that members will be surveyed to find out where they feel the organization needs to be in the next three to five years. We will also seek to learn more about our members most significant business challenges as well as who their target markets are.

The board spent some time sharing updates on what they are seeing in their business and how those trends impact our industry today and in the coming season.

VI. Ongoing business

Period 1 & 2 Finance Report and Variance Explanations:

Chris Barrett reported that the CVB will exceed the positive variance that was originally estimated based upon the December expenses are down, revenue is up \$900,000 and we continue to see a healthy hotel tax revenue stream. The CVB's cash position is up from \$3.1 million last year to \$3.2 million this year and the fund balance remains strong. The board discussed applying overages to additional media and Mike Messina shared that while it is a risk, we should have a fairly good idea by May how things are going to help us decide on additional media for the summer.

VII. Adjournment

Chairman Deryl Stoltzfus adjourned the meeting at 2:05 p.m.

Minutes respectfully submitted by Dan LaFauci