

Task Force 2: LCCC Fiscal Impact and Recovery

The Charge

- One task force will be charged with sustainability of the CVB; **the other will be charged with presenting to the board of the PA Dutch CVB a solution to solving the financing issues of the LCCC.**

The Group

- Al Duncan – Chair
- Blaise Holzbauer
- Deryl Stoltzfus
- Chuck Simmons
- Jim Smucker
- Rick Stammel
- Michelle Rondinelli
- Mike, Janet & Chris

First Steps

- Identify completely the scope of the financial problem/impact (debt of the LCCCA).
- Share this with the members... all the cards need to be on the table and they have a right to know.
- Apply different revenue scenarios to the financial problem once identified. For example...what would the financial picture look like 20 years from now if the tax isn't raised?

Motion

“The board charges that the LCCC Fiscal Impact and Recovery Task Force will:

- Present the scope of the current LCCCA debt situation from the analysis of the financials and their impact on the destination and the CVB.
- Develop a list of recommendations.
- Present the recommendations to the board at the March meeting at which the board will review those recommendations and put forth a solution(s) to key stakeholders.

and authorizes up to \$10,000 for the work of the task force.

Topics - First Meeting

- Reviewed current position statements and materials
- Discussed what the task force should do with the charge given
- What makes the best sense to pursue with the time allotted?
- Will the identified stakeholders heed the recommendations?

Task Force 1: CVB Organizational Sustainability

Motion

“For the approval of the 2012 budget which requires a commitment of 1.2 million of the unrestricted fund balance will be used to fund operational expenses and maintain current marketing expenditures planning for the projected loss of hotel tax revenue and PA state funding. The board also further requires a task force be formed to develop a long term funding sustainability solution that will provide a deliverable by June 2012.”

The Group

- Scott Bowser – Chair
- Shane Ackermann
- Other possible experts if needed

What to examine?

- Current operations of the CVB and their relation to decreased funding
- Proposed revenue enhancements such as establishing an advertising agency or increasing the co-op programs (What is our road map for success?)
- New business models
- Staff will provide the Task Force with plans to review and recommend if comfortable with same