



PA Dutch CVB Board of Directors

January 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 12:00 p.m. on January 13, 2011 in the CVB Theatre.

II. Roll call

The following persons were present: C. Simmons, D. Stoltzfus, V. Kulina, T. Baldrige, R. Stammel, S. Miller, C. Barrett, S. Martin, J. Garrabrandt, K. Molloy, J. Buchter, R. Patterson, S. Bowser, V. Bulik, M. DiBonaventuro, S. Holzbauer, J. Wall, M. Messina

The following persons were absent: D. Nikoloff, S. Ackermann, M. Tennison

III. Approval of December meeting minutes

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

IV. Approval of January membership report

The CVB gained 3 new members, reinstated 0 members, and lost 4 members. The CVB now has 686 members and a total gained income of \$1,830.

The board voted and approved the January membership report.

V. New business

Period 1 Finance Report and Variance Explanations

- i) Expenses for period 1 are in line with the budget.
- ii) Since the last board meeting, the Executive Committee approved the move of \$1,000,000 from the M&T bank operating account to the Hometowne Heritage bank account for the purpose of receiving a better interest rate.
- iii) The CVB may exceed the positive variance originally estimated. To date the CVB is enjoying strong results and a healthy hotel tax revenue stream.

Year Ending Financial Report: 2010

- i. The 2010 audit will begin in a couple weeks; the board will be updated on the audit results.

State Funding and Advocacy Update: 2010-11 FY

- i. There is a new administration in place, and with that, uncertainty regarding funding and support. Tourism funding will likely be cut, but as of now, the CVB does not know how much.
- ii. James (Mickey) Rowley's position, deputy secretary of tourism, film and economic development, has been dissolved.

Initial Review of Member Needs Assessment Survey

- i. Yearly the CVB surveys its membership in an effort to assess their level of satisfaction. Although not all the information has been analyzed yet, it has emerged that ratings on three critical measures (targeted at satisfaction and value for the membership) have exceeded 2009. Janet Wall will provide a detailed report in an upcoming-communicate..

Upcoming Presentations: Interstate & New Product

- i. At the February board meeting, a representative from Interstate will present on the progress of the convention center and Jim Smucker will give an executive summary of the Lancaster County Tourism Development Council's findings from years past.

VI. Ongoing business

Mike Messina gave an overview of the current sales plan for the CVB's tour & travel and meeting & convention markets. He shared the objectives, success measurements, top target markets, key strategies, and convention center initiatives for 2011.

VII. Adjournment

Chairman Deryl Stoltzfus adjourned the meeting at 1:55 p.m.

Minutes respectfully submitted by Kristen M. May, Executive Assistant.