



PA Dutch CVB Board of Directors

July 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 12:03 p.m. on July 14, 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, Janet Wall, Commissioner Scott Martin, Scott Miller, Jennifer Buchter, David Nikoloff, Randy Patterson, Chuck Simmons, Sheryl Holzbauer, Maria-Jose Tennison, Rick Stammel

The following persons were absent: Tom Baldrige, Marsha DiBonaventuro, Vince Bulik,

III. **Consent agenda**

The board reviewed the June board meeting minutes.

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

The board reviewed the July membership report. The CVB gained 2 new members, reinstated 0 members, and lost 35 members. The CVB now has 688 members. Most members who drop their membership do so during the renewal period which is this time of year. Even with these drops, the CVB is confident they will make budget.

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

IV. **New business**

None

V. **Ongoing business**

Bylaws Committee Report

The Bylaws Committee recommended a few key changes to the board who agreed with the changes. The CVB will notify the membership of the changes and they will have until the September board meeting to review them and respond. The board will then officially approve the changes at the September board meeting.

Strategic Planning Committee Report

The Strategic Planning Committee has begun to formulate the new strategic plan. They created a document that has taken considerable deliberation and incorporated board feedback. To date two strategic priorities have been fully vetted. The board discussed them and approved. They will wait for another update from the committee at the next board meeting.

Lancaster County Product Assessment Report

Janet Wall provided a synopsis of the research study that was recently commissioned. The CVB will release the research to the membership after the CVB staff and board have time to further analyze it.

Media Spending Report

The CVB spent an additional \$80,000 in media as approved by the board at the June meeting. The statistics show that this effort was beneficial. At this point additional media spending is unnecessary, though the CVB may consider doing a co-op with one of the larger attractions if there is interest.

VI. Adjournment

Chairman Deryl Stoltzfus adjourned the meeting at 1:40 p.m.

Minutes respectfully submitted by Kristen May.