



PA Dutch CVB Board of Directors

March 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 March 10, 2011 in the CVB Theatre.

II. **Roll call**

The following persons were present: Shane Ackerman, Tom Baldrige, Chris Barrett, Scott Bowser, Vince Bulik, 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, Marsha DiBonaventuro, Janet Wall

Others present: Josh Nowak, Mark Moosic, Michelle Rondinelli

The following persons were absent: Jennifer Buchter, Maria-Jose Tennison

III. **Approval of February meeting minutes**

These minutes are posted on the [members' microsite](#) within the CVB website.

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

IV. **Approval of February membership report**

The CVB gained 7 new members, reinstated 1 member, and lost 2 members. The CVB now has 694 members.

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

V. **New business**

Interstate Hotels & Resorts Quarterly Presentation: Mark Moosic & Josh Nowak

Josh and Mark explained the partnership between Interstate Hotels and Resort, the Lancaster County Convention Center, and Lancaster County Convention Center Authority and how sales are handled within that partnership. Also, they reviewed the different types of events that are held in the facility, revenue for January and February, and an outlook for the 2nd, 3rd & 4th quarters.

This presentation is posted on the [members' microsite](#) within the CVB website.

VI. Ongoing business

Period 1 & 2 Finance Report

The CVB exceeded the budget and the 2010 actual. The CVB also exceeded the positive variance originally estimated. Expenses for both periods were in line and under budget. The state grant awarded to the CVB this year was applied to last year's budget. This action was cleared through the CVB's financial consultants.

Strategic Plan: Process & Development

Janet Wall reported that she received a great response from the strategic plan survey sent out to the membership and an equally great response from two focus groups. Janet gave an overview of responses to the following: top business challenges, rating of the CVB's progress on 2009-2011 strategic priorities, and strategic areas for the next 3-5 years.

Deryl asked the board to discuss the relevance of the CVB's vision. The current vision statement is, "Lancaster County is the most compelling experiential destination in America." The board discussed the membership's understanding of experiential and what the CVB has done to promote understanding. The CVB provided education specific to experiential tourism to the membership in the past, but has not done so recently. Some felt overwhelmed by the grandiose nature of the vision statement, but in the context of a future goal, they agreed that it provides drive. They feel that the term "experiential" is flexible enough that it can change meaning as the destination grows. The board is comfortable keeping the vision statement as it is without alteration.

Deryl also asked the board if the CVB's mission statement is appropriate and relevant. The current mission statement is, "The CVB exists to increase the number of visitors to Lancaster, Pennsylvania." The statement is broad enough to grow into and summarizes the CVB's purpose. It is very concise, but may lack several key items worth considering: brand identity, the target market, overnight stays, economic impact, return on investment, and product quality. Janet Wall will gather examples from other CVB's for review. The statement needs to be short enough to remember, but broad enough to encompass in the strategic priorities. The CVB is customer driven and member centered; the goal first and foremost is to sell the destination; this should be reflected in the statement. Deryl asked Michelle Rondinelli, chair of the CVB's Strategic Planning Committee, to tackle this conversation with the committee.

Chris Barrett gave a presentation on new product development and how a new hire may help facilitate new product within the county. The board supports the concept, but would like to see a completed job description with goals and objectives, a defined authority structure, a concrete timeline, a clear exit strategy, and specific talking points. They also asked the CVB to call other experienced destinations for their input. The CVB will report at the next board meeting at which time the board will vote on next steps.

VII. Adjournment

Chairman Deryl Stoltzfus adjourned the meeting at 2:02 p.m.

Minutes respectfully submitted by Kristen May.