



PA Dutch CVB Board of Directors

May 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 May 12, 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, Rick Stammel, Deryl Stoltzfus, Marsha DiBonaventuro, Janet Wall, Commissioner Scott Martin, Scott Miller, Maria-Jose Tennison

The following persons were absent: Jennifer Buchter, David Nikoloff, Randy Patterson, Chuck Simmons, Tom Baldrige, Vince Bulik, Sheryl Holzbauer

III. **Consent agenda**

The board reviewed the April board meeting minutes.

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

The board reviewed the May membership report. The CVB gained 13 new members, reinstated 0 members, and lost 0 members. The CVB now has 713 members.

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

IV. **New business**

Bylaws Committee report and proposed changes

The Bylaws Committee proposed the following changes:

Article 1, Section 1 - As part of the CVB's branding alignment process, all DBAs (Doing Business As), including Lancaster County and Lancaster County Convention and Visitors Bureau, should be registered in relation to the association.

Article 2, Purposes and Limitation - The approved strategic plan, mission and vision statements should be added so that the most up-to-date objectives are incorporated into the organization's operation and purpose.

Article 5, Section 2 - The position of Chair Elect and Vice Chair should be combined. The new title would be Vice Chair. This will require less commitment of ascension time from a candidate who elects to move through the chairs of the organization. Regarding board size, it was proposed that the number of directors be reduced from twelve to four. The amount of at-large positions should be increased from two to four. It was also proposed that the Executive Committee should be reduced from six to five. The aggregate number of board members will then be 15 versus the current 20.

The Ex-officio and President & CEO positions would remain a part of the board.

Article 5, Section 6 - The board should meet bimonthly and continue to not meet in August due to the business of the industry. However, the Executive Committee should continue to meet monthly except for in August.

Article 5, Section 7 - The committee proposed that a quorum be present at both Executive Committee and board meetings. The quorum should be 50%.

Article 5, Section 9 - Attendance at board meetings should be determined on a "rolling" 12-month basis. This would enforce stricter attendance policy.

Article 6, Section 3G - If a board chair declines to serve as Past Chair, the incoming Chair may choose to add an At-large position for the ensuing 12-month period.

Communication of Bylaws Changes

The board agreed with the changes; the bylaws will now be rewritten with these changes and resubmitted to the board for final review. The changes will then be made available to the membership for a portion of time before the board can vote to adopt the changes.

Alternative revenue sources

The board discussed alternative means of revenue sources for the CVB since state funding has been zeroed out.

Some ideas included the following: the CVB providing agency services to members, offering ala carte options, research services, LLC options, and in-house ticket sales.

The board agreed that a task force should be formed to investigate ideas, feasibility and a realistic timeline. Chris Barrett will send an email to the board to solicit participants. Maria-Jose Tennison has already agreed to serve on the task force.

Summer 2011 Commercials

The CVB has completed several co-op radio and television commercials as well as general destination commercials. These will be revealed at the May 17 Member Briefing.

V. **Ongoing business**

Period 3 & 4 Finance Report and Variance Explanations

Expenses are doing well and revenue is slightly ahead of budget. However, the last hotel tax payment was lower than expected. There is no explanation for this as the STR report indicates that revenue should be up more than 9%. This will be researched further.

New Product Development Report

The CVB did receive and execute a contract for research. The cost is less than expected.

Strategic Plan Progress Report

Meetings have been scheduled from now through October; the goal is to have the Strategic Plan completed and approved by the board at the October meeting.

VI. Adjournment

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

Minutes respectfully submitted by Kristen May.