



PA Dutch CVB Board of Directors

November 10, 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 12:04 p.m. on November 10, 2011 in the CVB Theatre.

II. **Roll call**

The following persons were present: Deryl Stoltzfus (chair), Chris Barrett, Janet Wall, Mike Messina, Shane Ackerman, Scott Bowser, Jan Garrabrandt, Vicki Kulina, Kevin Molloy, Marsha DiBonaventuro, Commissioner Scott Martin, Scott Miller, Jennifer Buchter, David Nikoloff, Chuck Simmons, Vince Bulik, Sheryl Holzbauer, Randy Patterson, Rick Stammel

The following persons were absent: Maria-Jose Tennison, Tom Baldrige

III. **Consent agenda**

The board reviewed the October board meeting minutes.

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

The board reviewed the November membership report. According to the report, the CVB gained 5 new members, reinstated 1 member, and lost 0 members. The CVB now has 678 members.

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

IV. **New business**

2012 Proposed Budget and 2013-2014 Budget Projections

The CVB was advised that the convention center's financial safety mechanism will need to be implemented early next year. As a result, the revenue from the county hotel tax will shift from the CVB to the convention center in order to help regain financial stability. In order to make up for the revenue loss, the CVB is planning to use money from the fund balance to balance the 2012 budget. If the hotel tax does not return to the CVB at the end of 2012 or if another solution is not found, the fund balance will continue to be used in 2013 and 2014. At the end of 2014, the fund balance will be depleted.

Instead of using the fund balance for the CVB's budget, the board revisited the idea of using it to forestall the safety mechanism and buy time in order to assemble key players who can work together to create a long-term solution that stabilizes the convention center's financial situation and keeps the CVB functioning at full capacity. Commissioner Martin offered to convene a meeting with key players for this purpose.

As a result of this discussion, the CVB plans to:

- Resubmit their request for aggregate hotel tax numbers -- not specific hotel names -- to the County Treasurer, being sure to copy the Commissioners,
- Gauge GLHMA's feelings and concerns on the situation,
- Participate in Commissioner Martin's meeting, and then
- Return to the board with a report and discuss next steps.

V. **Ongoing business**

Updates & Reports

Finances, Period 10

The hotel tax was lower than expected in September, so the CVB did not make budget. However, there were no extraordinary expenses in September and with the potential of a healthy October hotel tax, the budget is expected to regain balance.

Greater Lancaster Hotel and Motel Association (GLHMA)

Chris Barrett, Mike Messina and Deryl Stoltzfus will be meeting with the GLHMA board on Tuesday, November 15. Chris will present a marketing update and will ask for their feedback regarding the CVB's and convention center's financial situation.

Lancaster Chamber of Commerce & Industry's "Think Local" Program

The board was asked to consider involvement with this program. It is a community-wide initiative to improve Lancaster's economy by encouraging consumers and business decision makers to support local business when making purchases. The goal of this program is to stimulate and accelerate the local economy.

VI. **Adjournment**

Chairman Deryl Stoltzfus adjourned the meeting at 2:21 p.m.

Minutes submitted by Kristen May.