



## PA Dutch CVB Board of Directors

### October 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 October 13, 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, Tom Baldrige, Vince Bulik, Sheryl Holzbauer, Rick Stammel

The following persons were absent: Maria-Jose Tennison, Randy Patterson

#### III. **Consent agenda**

The board reviewed the July board meeting minutes.

*MOTION:* The board voted and approved the July board meeting minutes.

The board reviewed the October membership report. According to the report, the CVB gained 7 new members, reinstated 0 members, and lost 0 members. The CVB now has 672 members.

One board member voiced a concern about a proposed member who he believes is in violation of PA agriculture laws and consequently in violation of the CVB Code of Ethics. The CVB cannot deny membership to this particular property unless they are charged and convicted of a crime. However, if the CVB receives three or more member complaints on this particular issue, the Code of Ethics Task Force will meet to discuss further action.

*MOTION:* The board voted and approved the October membership report.

#### IV. **New business**

None

#### V. **Ongoing business**

Period 7, 8, and 9 Finance Report

The CVB's expenses are in good shape, but revenue is under budget. The CVB will experience a negative variance this year.

The regular meeting of the Budget & Finance Committee will be in late October to discuss the financial status of the CVB as well as next year's budget.

Each TPA will be given a small grant from the state. Fifteen CVB's agree that the money should be pooled and used for a statewide cooperative marketing effort. A possible co-op highlighting the "Visit PA" message is being discussed.

#### Holiday Marketing Campaigns

Lancaster County Halloween - A web page has been created and an integrated marketing campaign that includes TV ads (began on 10/10/2011 in HLLY & Philly)e-blasts, media relations and social media is underway. The total cost was \$120,000, which includes production of the TV spots.

Lancaster County Christmas - Multiple web pages have been constructed, and an integrated campaign including TV ads, e-blasts, media relations and social media has/will be utilized. As part of it's social media efforts, CVB staff is writing "25 Days of Christmas" blog posts which will highlight different members each day. The total cost for the campaign will be \$120,000, which includes production of :30 and :90 second TV spots. Lastly, the CVB is helping to market the new Christmas product, "Gift of Lights," which is a drive-through Christmas lights display at Elizabeth Farms.

#### Lancaster County Convention Center Authority Update

An e-mail was sent to members on 9/27/2011 regarding the impact of the hotel tax on the Convention Center & CVB. That e-mail can be found on the [member page](#) of our website.

The board continued to discuss their concern regarding hotel tax performance. It appears that other CVBs may not be experiencing discrepancies with STR reports and their hotel tax reports to the extent that we are in Lancaster County. Delinquencies are much higher this year than any other year which may be a contributing factor. The board discussed the pros and cons of an audit and if it would be worth pursuing as it would be a massive undertaking, may upset members, and could be costly. The CVB will call Trout Ebersole & Groff for advice and will obtain a legal opinion.

#### Strategic Plan Update

The board reviewed the new plan which included strategic priorities and action items for the next few years.

*MOTION:* The board voted and adopted the 2012-2014 Strategic Plan.

#### Bylaws Update

The board reviewed the updates as presented. The bylaws can be viewed by members at any time on the [member page](#) of the CVB website.

*MOTION:* The board voted and adopted the bylaw changes.

## Board Nomination Update

No one applied to be on the Board of Directors. As a result, the CVB will pursue individuals of their choosing.

## VI. **Adjournment**

Chairman Deryl Stoltzfus adjourned the meeting at 1:36 p.m.

Minutes respectfully submitted by Kristen May.