



Board of Directors Meeting Minutes

Monday, October 9, 2017

I. **Call to Order**

President Ron Emard Called the meeting to order at 9:09 am

II. **Roll Call**

Members Ron Emard, Vern Lawson, Mark Hemstreet, and Susan Brooks were present.

III. **New Business**

1. TBID Renewal. The board discussed the final steps of the TBID Renewal process. including a public meeting at the October 24th council meeting with a co-presentation by Angela Clayborne, Ron Emard and Susan Brooks in support of the renewal. The presentation would be followed by a public hearing, the Third and final step to renew the TBID. If renewed, the district will continue its work to promote travel and tourism in the City of Lancaster.
2. Destination Lancaster Video. The board further discussed the use of video as a promotional tool for our DMO. The board discussed the transition to more and more visual content, in particular video for promoting a product. Several stories were shared about the use of video in private sector promotion. The board agreed that use of video in promoting Lancaster was the next step in marketing our destination. The board will move forward with video production with the Phelps Agency.

IV. **Commission/Staff Updates**

1. Financial Report. Angela Clayborne presented the financial reports for review by the board. The reports were accepted as is.
2. Marketing Update. Angela Clayborne shared recent promotions of Lancaster including the top 50 most underrated attractions in every state and 20 most beautiful places in America lists.

V. **Public Business from the Floor – Non-Agendized Items**

There was no public business presented from the floor

VI. **Director Comments**

Board members were encouraged to support the upcoming TBID presentations to council.

VII. **Adjournment**

Meeting was adjourned at 9:57 a.m.