



Board of Directors/Hotel Meeting Meeting Minutes

Monday, January 17, 2018

- I. Call to Order
Angela Clayborne called the meeting to order at 11:40 am
- II. Roll Call
Members Dan Jacobs, Mark Hemstreet, Susan Brooks (Springhill Suites), and Michelle Manning and Melissa Batiste Towneplace Suites)
Also in attendance: Angela Clayborne
- III. Approval of Minutes
Reading and approval of the October 9, 2017 minutes postponed until the next quarterly mtg.
- IV. News Business
 1. Annual Report. Angela Clayborne presented Destination Lancaster's 2018 accomplishments and inquired about preliminary goals for 2018 which included increasing economic impact by increasing weekend room stays. The primary suggestion for increasing room nights was the solicitation of turn key events in Lancaster like the Robotics tournament that will take place in April. Dan Jacobs gave updates on the Fairgrounds proposed event center which is currently in the fund solicitation stage. The Fairgrounds name has changed to Antelope Valley Fair and Event Center. Angela will continue to work on soliciting events through additional research and utilizing tools like connect network's reverse trade shows.
 2. Board of Directors -- Vern Lawson's retirement and the addition of a 4th hotelier to the board created two vacancies in the board. Selection and appointment of new officers will be tabled to the next board meeting along with approval for for the executive director to respond to financial matters on behalf of the organization including but not limited to online transactions, making inquiries of the bank, deposits, etc; The Executive Director does not retain signature authority.
 3. City of Lancaster Administration & Community Services Department (ACS) - As of late December 2017, Angela Clayborne's duties will fall under the purview of the City's Administration and Community Services Division. Toi Chisom is the director. The ACS division will support Destination Lancaster's goals of improving the perception of the Antelope Valley, marketing Lancaster to tourists and generating positive economic impact.
- V. Old Business
 - A. Management District Plan. Board members were provided copies of the adopted Management District Plan.
 - B. Bylaws -- adoption of the bylaws will be postponed until the next quarterly meeting. Major changes to the bylaws reflect compliance adjustments as well as the addition of a 9th board member.

- VI. Public Business from the Floor
There was no public business presented from the floor

- VII. Directors Comments - Angela Clayborne provided a reminder to the hotels to provide final approval of their Aventure guide advertisements and submit final RFQ's for the National College Baseball Tournaments.

- VIII. Adjournment
Meeting was adjourned at 12:27 p.m.