



## Board of Directors/Hotel Meeting Meeting Minutes

Monday, April 9, 2018

I. Call to Order

Meeting called to order at 11:40 a.m. by Chair Ron Emard

II. Roll Call

*Members Present:* Ron Emard, Ken Mann, Dan Jacobs, Chenin Dow (City of Lancaster), Mark Hemstreet, Susan Brooks, and Vince Magallanes

*Members Absent:* Michelle Manning

*Quorum Present:* Yes

*Also in Attendance:* Angela Clayborne (Executive Director), Dadrienne Thompson (City Admin Assistant)

III. Approval of Minutes

- A. Meeting minutes for October 9, 2017 and January 17, 2018 were approved. Motion by Ken Mann, seconded by Mark Hemstreet.

IV. New Business

- A. Financial Audit -- the board agreed to move forward with a financial audit. As standard practice the firm conducting the audit should not be separate from our regular bookkeeping and accountant firm. Motion by Ken Mann, seconded by Dan Jacobs. Several local companies were recommended. Aldon Four is no longer does bookkeeping audits and Burkey & Cox is awaiting a call.
- B. Banking Needs -- The Board established its board members as contracting officers with full signature authority on all Citizen Business Bank Accounts. Contracting officers must complete the bank registration, including new account information sheet and signature collection as coordinated by the Executive Director. The Executive Director, Angela Clayborne, is the authorized signatory for the purpose of conducting operational tasks on behalf of the organization, including day to day access to Citizen Business Bank Accounts. The Executive Director has received approval to set up a savings account on behalf of Destination Lancaster
- C. Bylaw Update -- Review of the updated bylaws to reflect the TBID Management District plan addition of 4th hotelier on the Board and to ensure language in compliance with the Brown Act. Motion by Ken Man to accept revisions, was second by Dan Jacobs, which resulted in a unanimous approval.
- D. Strategic Planning/Board Self Assessment -- Board approved Board Self-Assessment workshop with Dan Goldes on July 24 or July 17. Motion by Ken Man to accept Dan Jacobs as both Secretary and Treasurer, was second by

V. Old Business

- A. Board of Directors -- Board acknowledged vacant seats Vern Lawson's retirement and resignation as well as the addition of a 4th hotelier to the board. Vern's seat will be replaced by

a city appointed staff member which is TBD. The hotel seat will be determined by nomination and recommendation by the hoteliers at their April meeting .

- B. Marketing Updates -- Executive Director Angela Clayborne revisited the subject of Visit California Consumer Facing Channels. Angela spoke about how DL has been inputting events and covered some locations that will be features such as the Fairgrounds. The LA Media Event will be held on April 24. Angela will attend the event as it is an opportunity to showcase DL to media in Los Angeles.
- C. Travel & Adventure Show -- Angela Clayborne spoke on board member interest in attending Travel & Adventure show and the of attending the show each year.

VI. Public Business from the Floor

There was no public business presented from the floor

- VII. Hotel Comments - Chairman Ron Emard asked Hotels to give an update. Hotels expressed appreciation on better organization from DL as well as increase room nights from events hosted in the area. Hotels noted that May is a slow month and asked DL collaborate to bring events and revenue for the month of May. Suggestions such as leverage LPAC Shows and graduations were brought to the table as possible partnerships and events to capitalize on. Ron Emard suggested the Lowrider Car show (Long Beach and Helen park are renovating, so shows seeking new home) and is trying to bring the West Coast National Hog Rally (F/u with Ron Emard to plan) to Lancaster. The Fairground allows for rental events and can coordinate new and returning events like Monster Jam and Rim of the World.

VIII. Adjournment

Meeting was adjourned at 12:22 p.m.