



Board of Directors Meeting Minutes

Tuesday, July 9, 2018

I. Call to Order

Vice Chair Ken Mann Called the meeting to order at 11:11am.

II. Roll Call

Members Ken Mann, Dan Jacobs, Mark Hemstreet, Sydney Yeseta, Susan Brooks, Vince Magallanes,

Michelle Manning, and Andrea Morris.

Not in Attendance: Ron Emard

Also in Attendance: Angela Clayborne

III. New Business

1. Draft 2018_2019 Budget Review -- The special meeting was held to discuss and approve Destination Lancaster's fiscal year budget. The revenue snapshot showed increases in the TBID revenue year-over-year since its inception with the largest spike in 2016 to 2018. Revenue projections of less than \$350,000 in 2016 spiked at the end of 2017_18 with actuals of approximately \$490,000. The proposed 18_19 budget would allocate spending as follows: 21.6 % spending in Admin and Advocacy, 57.9% in marketing and 20.4% in Partnerships. As suggested by the board and new this year, partnership expenses would include a temporary position for a safety ambassador. The board also discussed the \$100,000 placed in a contingency account along with rollover funds available for special projects. The board requested budget adjustments as follows: increase the revenue line to \$509,592, to reflect a 4-5% increase over last year's actual revenue. The board also approved a roll over expenditure for a Safety Ambassador contract position to be determined by specifics that will be presented to the board at a future meeting.
2. Onboarding, Education & Marketing committees. The board approved the formation of four committees as follows: Education, chair TBD; Onboarding chaired by Sydney Yeseta; Marketing chaired by Mark Hemstreet and Staff Resources chaired by Dan Jacobs. Each of the committees, will meet with the Executive Director before each general meeting to work on goals to make recommendations to the board for approval at future meetings.
3. Chair & Vice Chair Rotation. The board was reminded of the Chair and Vice chair rotations in which Ken Mann becomes the sitting Chair and Ron Emard would become Vice Chair effective July 1, 2018.

IV. Public Business from the Floor – Non-Agendized Items

There was no public business presented from the floor

V. Director Comments

Board members were reminder of the October quarterly meeting 9th at AV Fairgrounds.

VI. Adjournment

Meeting was adjourned at 12:36 p.m.