



Board of Directors Meeting Minutes

Tuesday, January 8, 2019

I. **Call to Order**

Chairman Ken called the meeting to order at 11:38 a.m.

II. **Roll Call**

Members Present: Ken Mann, Dan Jacobs, Mark Hemstreet, Sydney Yeseta, Susan Brooks, Michelle Manning, Andrea Norris

Members Absent: Ron Emard, Vince Magallanes

Others Present: Angela Clayborne (Executive Director), Toi Chisom (City of Lancaster), Aleesa Pagliei(Spectrum), Sherryl Nelson-Coiffi (Spectrum)

III. **Meeting Minutes** approved for July and September by Dan and seconded by Mark. All in favor with no objections.

IV. **Financial Report** approved for December by Dan and seconded by Mark.

V. **New Business**

1. **Chief Officer recruitment and budget review.** As a result of its significant revenue gains and Destination Lancaster's (DL) expanding needs, The board confirmed their desire to transition from a part time Executive Director to securing a full time chief staff member. Under the current arrangement, DL contracts with the City of Lancaster to provide part-time access to its chief executive staff. The Executive Director spent ½ of her time serving as the contracted Director for DL as well as The BLVD Association, a separate non profit with a similar contract. Both agencies reimbursed the City of Lancaster equal amounts towards her salary and benefits. In exploring the need for a full time staff member, the agency considered the impact on the City and the BLVD Association. Dan Jacobs, who serve as the committee chair for staffing and recruiting will lead assessment efforts assuming a position fully-funded and benefited through Destination Lancaster while keeping options open for alternative arrangements. Dan will work closely with the Executive Director to define essential job functions, education, experience and skills in a job description. Dan and Angela will also research and make recommendations to the board on a hiring process, benefits package, workers compensation, compensation range and potential office space.
2. **Audit Update.** Destination Lancaster began its financial audit process as approved at a previous meeting. The Audit will provide an in depth look into the organization's financial health and make recommendations for best practices. The audit findings will be presented at a future meeting.
3. **Marketing Update and Lancaster City Council Presentation.** Guest presenters, Aleesa and Sherryl with Spectrum Reach provided an update to the board on Destination Lancaster's business marketing with their company. The team gave an overview of the internet ad, pre-roll and television campaigns and commercial production. Destination Lancaster's ads continue to

perform above average and have added to the changed perception and increase hotel occupancy rates. Aleesa and Sherryl will join Executive Director Angela Clayborne in making a presentation titled Shaping Tourism in Lancaster to Lancaster City Council later that evening. The board was invited to attend and or tune in to the televised meeting.

VI. **Continued Business**

1. Education Committee Update -- Angela informed the board that she applied to to Destination International's Professionals In Destination Management Certification program and was accepted. The education committee chair role remains vacant.
2. Onboarding Committee Update -- The onboarding committee began the process of first drafting the onboarding handbook. The plan is to continue working on the handbook for board review at a future meeting. Sydney Yeseta chairs this committee.
3. Marketing Committee Update -- The committee is actively working on the 2019 issue of the Aventure guide, a dining and entertainment companion, and will select a company to build out Destination Lancaster's web to mobile site and application. Mark Hemstreet chairs this committee.
4. Staffing & Recruiting Committee Update -- see new business, item one. Dan Jacobs chairs this committee.

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

VIII. **Roundtable Comments**

IX. **Adjournment**

Meeting was adjourned at 1:17 p.m.