



Board of Directors Meeting Minutes

Tuesday, April 16, 2019

I. Call to Order

Chairman Ken called the meeting to order at 11:51 a.m.

II. Roll Call

Members Present: Ken Mann, Ron Emard, Dan Jacobs, Mark Hemstreet, Sydney Yeseta, Susan Brooks, Vince Magallanes,

Members Absent: Michelle Manning, Andrea Noriss

Others Present: Angela Clayborne (Executive Director), Toi Chisom (City of Lancaster), Bobbi Keay (Marketing Contractor) Tere Stamoulis (Tourism Consultant).

III. **Meeting Minutes** approved for January 8, 2019 by Mark and seconded by Dan. All in favor with no objections.

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

V. New Business

1. **San Fernando Business Journal** -- Destination Lancaster was honored in print as one of the Top Business Improvement Districts in California.
2. **Road Runner Motorcycle & Tourism Magazine** - is an upscale motorcycle magazine with a circulation of over 220K. The magazine will feature Lancaster in its Superbloom story.
3. **Visit California** -- Reached out to Destination Lancaster and intends to scout us for one of their televised series.
4. **SB 736** Destination Lancaster submitted a letter of support for the CA Creative Economy initiative to spur jobs and economic growth throughout the state by providing local jurisdictions with a tool to successfully compete with local entities in other states for the purpose of attracting creative economy events.
5. **Spectrum Testimonial** -- Spectrum reach has reached out to Destination Lancaster for a client testimonial ad for their business products.
6. **Livability.com** noted Lancaster as one of the most livable cities in America.

VI. Continued Business

1. **Recruitment & Staffing Committee Update**
 - a. **Tourism Director**
 - b. **Security Patrol Ambassador**
2. **Marketing Committee update.**

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

VII. **Roundtable Comments**

VIII. **Adjournment**

Meeting was adjourned at 12:53 p.m.

- Minutes are in progress. The items highlighted in orange will be updated.