

PA Dutch CVB

MEETING MINUTES GROUP TOUR & TRAVEL SALES MEETING Friday, December 16, 2011 • KKV

Present: Sherry Wertz (Hershey Farm Rest.), Jacyn Thompson (Lancaster Marriott), Carrie Biondi (Holiday Inn Express), Jody Osbourne (Clarion Inn/Historic Strasburg Inn), Steve Barrell (Strasburg R.R.), Chet Joines (Eden Resort), Bill Luckenbaugh (S&S), Simi Telesco (S&S), Shane Ackermann (The Amish Village), Danielle Moody (Hampton Inn, Lancaster), Adrienne Mengel (Courtyard), Lisa Arrell (KKV), Nichole Slaybaugh (Eden Resort), Jen Buchter (Miller's PNF, Amish View Inn), Lorraine Ruhl (Heritage Hotel), Peggy Nana-Sinkam (Amish Farm & House), Nicole Sutton (AMT), Cindy Neff (Bob Neff Tours), Chandra Drees (Rainbow), Marie Breneman (MIC), Shawnee Schormer (BIH), Sandy Wenner (DADT), Karen Nye (Indian Echo Caverns), Kathleen Eshbach (Old Order Amish Tours), Kathy Danz (Lancaster Host), James Bollinger (LancasterHistory.org) Bob Adams (THE), Kim Dolly (THE)

Next Group Member Meeting: Date and time TBA

If you have any questions for PA Dutch CVB staff, please visit the [Meet the Team](#) page on the members' microsite for complete staff contact information.

The meeting convened at 9 a.m.

- A. **Welcome and Introductions:** Pat Burnley, the owner and co-founder of Kitchen Kettle Village, welcomed us and gave us all a little background of KKV. Member introductions were made.

- B. **Member Spotlight: Eastland Alpacas**
 - i. Kevin Zurik spoke to us about his farm. Eastland Alpacas is a 20 acre farm just northwest of Mt. Joy. He has more than 100 alpacas on his farm and delivers about 20-30 new alpacas every year. The farm is wheelchair accessible, offers light refreshments for \$1 extra per person, hand sanitizer stations, a restroom, and a gift shop where you can buy socks, fleece jackets, scarves, and much more. He welcomes school groups, senior/adult tours, and individuals. Younger groups will receive show covers when they enter the farm. The children can walk through the pens, feed them, and even hug the alpacas. Please allow 1.5 hours for the complete tour. Eastland Alpacas is open year round, Monday-Saturday, 10-4pm. The cost is \$2.50 for students, only \$1 for chaperones and a resident of any nursing home is *FREE!*
 - ii. Alpacas have only been imported into the US since 1983. They originated from the Andes's Mountains. There are approximately 175,000 alpacas in the US today. The fleece from the Alpacas makes fine clothing. There is no oil in their fleece and the fleece can be dyed into 22 different colors.

C. PA Dutch CVB Business

- i. OMCA wrap up: There was a large Lancaster delegation (19 members) at OMCA this year. Chet Joines said it was the best OMCA he has ever attended. The appointments were great, and there was an unusually quick turn around with bookings this time. 90% of Canadian tour operators already come to Lancaster. Next year's OMCA conference will be in Buffalo, NY.
- ii. NTA wrap up: This year there were more international operators than years past. By the end of the week a lot of the operators were either canceling or just not showing up for their appointments.
- iii. ABA, January 5-11, 2012: Audrey and Carissa have not yet received their final appointments. As soon as they do, they will email them. There will be no caucus this year. You will receive an email with our appointment leads. We are not doing a sponsorship or having a booth this year. We believe that there are no PA sponsorships at all this year. We are partnering with DCR this year for our dine-around.

D. Trends and Member Updates

- Mennonite Information Center is offering 20% off the week before and after Christmas.
- Turkey Hill Experience announced that they are having a New Year's Eve celebration from 4-6pm. This is a *FREE* event! Businesses are welcome to set up a small booth in the parking lot during the celebration. A large ice cream cone will be dropped at 6pm. If you would then like to go through The Experience, discounted tickets will be available. Please email groupsales@turkeyhill.com with questions.

The meeting concluded at 9:40 a.m. and all in attendance were free to pet the alpacas that Kevin brought with him!