

BUCKS COUNTY CONSORTIUM MEETING MINUTES
Thursday, October 3, 2024

Call to Order:

A meeting of the Bucks County Consortium was held at 9:20 a.m. at Pedder's Village on October 3, 2024, and called to order by Consortium President, Becki Marencik.

Brian Sheilds, Director of Sales for Peddlers Village welcomed the Bucks County Consortium to Peddler's Village. He noted some of the upcoming festivals and activities this coming Fall at Peddler's Village.

Roll Call, Introductions and Community Updates:

The following Bucks County communities were represented at the meeting:

Jessica Ireland, Bristol Township
Heather Satterly, Bristol Township
Caroline Brinker, Doylestown Borough
Caitlin Hernandez, Doylestown Borough
Deanna Ferry, Hilltown Township
Steve Bradshaw, Langhorne Borough
Dave Kratzer, Lower Makefield Township
Ashley Casey, Middletown Township
Mega Bhandary, Middletown Township
Nick Valla, Middletown Township
Stephanie Teoli Kuhls, Middletown Township
Alex Mullin, New Britian Township
Bob Pellegrino, Northampton Township
Bill Wert, Northampton Township
Katherine McGovern, Newtown Township
Alex Nagey, Northampton Township
Christopher Garges, Solebury Township
Mike Walsh, Warminster Township
Lee Greenberg, Warrington Township
Angela Benner, Warrington Township
Melissa Kenyon, Warrington Township
Kyle Seckinger, Warwick Township
Becki Marencik, Warwick Township
Skye Sorresso, Warwick Township

Sponsors:

Beth Kaufman, Equitable Advisors
David Ohman, Uninvest/Girard Pension Services
Steve Noll, TMA Bucks

Sponsors Spotlight:

John Gault, Millennium Strategies

Presentation: Visit Bucks County

Ms. Marencik welcomed Paul Bencivengo, President/COO of Visit Bucks County.

Mr. Bencivengo began his presentation by introducing Lisa Paglaicetti, Industry Relations & Visitor Services Director at Visit Bucks County.

He explained that Visit Bucks County (VBC) is the official tourism promotion agency for the County of Bucks and funded by the occupancy tax paid by overnight visitors to Bucks County. Adding that the VBC works with its partners to generate economic impact and hospitality employment growth by driving travel and related business to experience Bucks County and all it has to offer.

Mr. Bencivengo covered the following areas while presenting to the membership about Visit Buck County's:

- Visit Buck County's Mobile Visitor Center
- Visit Buck County's Marketing Agency and what they do
- Visits to Capitol Hill to discuss issues impacting hospitality within Bucks County with lawmakers
- Visit Buck County's Advertising and how to bring visitors to Bucks County
- Shared that Bucks County was voted #1 as a fall foliage destination in the United States
- That the VBC is always looking to fill more positions as Destination Embassadors

Mr. Bencivengo shared some VBC Facts:

- 8.2 million total visitations to Bucks County, which is an increase of 2.5%
- \$693 million direct visitor spending, which is an increase of 2.6%
- \$1.2 billion total economic impact. Direct visitor spending spurred in \$529 million in indirect and indeed spurning in Bucks County and 28,675 jobs are within the hospitality field.

Mr. Bencivengo announced that the Annual Visit Bucks County meeting is scheduled for Wednesday, October 9, 2024 at the Lake House Inn with program and networking reception to begin at 2:15p.m. Adding that this event is Bucks County's largest hospitality industry gathering of the year.

Lisa Paglaicetti noted that she reaches out yearly to Bucks County municipalities in December to connect with each municipal Manager. She noted that even if the municipality does not have much hospitality, that there always could be small business or unique experiences within your community.

Mr. Bencivengo concluded his presentation by reminding the membership that VBC's goals are to connect with industry and community leaders, sharing VBC's marketing approaches and the latest data on travel trends to Bucks County.

Ms. Marencik thanked Mr. Bencivengo and Ms. Paglaicetti for presenting to the membership and sharing everything that Visit Bucks has to offer.

Treasurer's Report and Payment of Bills:

Upon motion by Dave Kratzer, seconded by Angela Benner, the Treasurer's Report for September 2024, was unanimously approved.

Approval of Minutes:

Upon motion by Caroline Brinker, seconded by Dave Kratzer the September 5, 2024, meeting minutes were unanimously approved.

Adjournment:

Ms. Marencik reminded the membership about the following important dates:

Affordable Housing Insights: A Municipal Manager's Forum
Tuesday, October 15, 2024, from 1:00 p.m. - 2:30 p.m.
Community Partners Center, Colmar, PA

Annual Consortium Luncheon
Thursday, November 7, 2024 networking starts at 11:45 a.m.
Northampton Valley Country Club

Ms. Marencik announced that the 2025 Budget will be on the November meeting agenda. Adding that membership and sponsorship dues are proposed to be increased slightly in 2025.

The meeting was adjourned at 9:54 a.m.

Respectfully Submitted,

Ashley Casey
Consortium Coordinator