



MEETING of the BOARD OF DIRECTORS

AGENDA

Hotel 620
April 24, 2024

9:00 a.m.

Call to Order	K. Clutz
Roll Call	J. Thomas
Auditor's Report	K. Smith and B. Dickinson
Approval of Minutes	K. Clutz
a. February 21, 2024	
Financial Report	L. Curry
Executive Committee	D. Spedden
a. Board of Director Recommendations	
b. Executive Committee Recommendation	
c. Advisory Committee Recommendation	
New Members	D. Spedden
President's Report	D. Spedden
a. Stadium Opening	
b. Concerts at Meritus Park	
c. Welcome Center	
Adjournment	K. Clutz

UPCOMING DATES:

May 22, 2024 – Annual Membership Meeting
June 28, 2024 – CVB Family Picnic

The Mission of the Bureau shall be to promote Hagerstown and Washington County by increasing tourism and visitor spending through the marketing and promotion of attractions, events, accommodations, and visitor services which will contribute to economic development.

**HAGERSTOWN/WASHINGTON COUNTY CONVENTION &
VISITORS BUREAU BOARD OF DIRECTORS**

February 21, 2024

9:00 AM

Zoom Meeting

MINUTES

PRESENT: Katie Clutz, Chair; Andrew Sargent, Past Chair; Al Martin, Treasurer; Emilie Amt, Sila Bartel, Jessica Clark, Lester Curry, Sarah Hall, Racha Iskandarani, Teri Leiter, Brittany Wedd, Lettie Wilkes

ABSENT: Brittany Arizmendi, Leslie Hart, Jeremy Hulse,

INVITEE: Jonathan Horowitz

STAFF: Dan Spedden, President; Betsy DeVore, Terri Mulligan, Jolene Thomas

ROLL CALL

TOPIC: **Minutes of January 24, 2024**

MOTION: To approve the minutes of the January 24, 2024, Board of Directors meeting, as presented (Copy on file). 1st Al Martin, 2nd Sila Bartel.

ACTION Approved

TOPIC: **Financial Report**

DISCUSSION: Les Curry, reviewed the Financial Statement for the period ending January 31, 2024, with the Board.

MOTION: To accept the Financial Statement for the period ending January 31, 2024, as presented (Copy on file with the minutes). 1st Al Martin, 2nd Brittany Wedd.

ACTION: Accepted

TOPIC: **New Members**

MOTION: To accept the list of new CVB members, as presented. 1st Brittany Wedd, 2nd Sarah Hall

ACTION: Approved

STAFF REPORTS: Director of Operations/Membership, Jolene Thomas, reported that CVB staff recently attended member Hagerstown Flying Boxcars' unveiling of Meritus Park as the new stadium name, and mascot Captain Stryker. Also attended ribbon cutting for new member Wilson Store in Clear Spring. Increasing membership dues was discussed and the board came to a consensus to raise the basic rate of \$188 to \$199 because it has been six (6) years since any adjustment has been made.

Director of Marketing, Betsy DeVore, gave an update on the 2024 Visitor Guide. She has designed several ads for members herself. For the Annapolis Legislative Reception, a pull-up display was created and postcard to give legislators.

Director of Sales and Community Engagement report, presented by Dan Spedden. The visitor sentiment survey of the Strategic Plan is complete with a third and final survey to meeting and sports tournament planners going out next week. The Hub City Showdown youth football tournament will be held March 23 & 24 with over 60 teams. Three tours were booked during appointments at the 2024 American Bus Association. The first Faith & Food tour is April 9 with Bob Neff Tours bringing a full motorcoach to tour historic churches and Museum of Fine Arts. CVB is sharing leads to Hagerstown Field House and Meritus Park for 2025-2027.

PRESIDENT'S REPORT

- a. Dan Spedden reported that the Jonathan Street documentary was shown in DC and Hagerstown. Stations like PBS and MPT have picked it up.
- b. The CVB has signed an agreement with MASN who broadcast all National and Orioles games. Animated teasers for the new stadium are being produced and newer ads when the stadium opens. Mr. Spedden submitted an EDA grant to get \$120K towards this \$225K ad buy.
- c. CVB has scholarship fund through the Community Foundation for Leadership Washington County. The Maryland Theatre has nominated Melissa Fountain to be our candidate. Mr. Spedden may pay from the CVB's general fund this year and let the monies roll over until next year.
- d. Miller House requested \$12K from the CVB to finish a project, and Steve Bockmiller is requesting funding for the restoration of the American Hall. Mr. Spedden will forward additional information to the Board for discussion.

Adjournment

Katie Clutz – Chair

Al Martin - Treasurer

Jolene Thomas – Recording Secretary

Washington County, Maryland Convention & Visitors Bureau
Statement of Financial Position
As of March 31, 2024

	Mar 31, 24	Mar 31, 23	\$ Change	% Change
ASSETS				
Current Assets				
Checking/Savings				
104 · Cash BB&T - Operating	76,061.03	179,250.80	-103,189.77	-57.6%
106 · Cash BB&T - Payroll Reserve	879.33	1,077.21	-197.88	-18.4%
106 · Cash BB&T - PR	24,543.39	6,404.02	18,139.37	283.3%
107 · Cash BB&T - Operating Reserve	376,682.08	717,860.26	-341,178.18	-47.5%
111 · CD - F&M Trust	250,000.00	0.00	250,000.00	100.0%
112 · CD - CNB Bank	250,000.00	0.00	250,000.00	100.0%
Total Checking/Savings	978,165.83	904,592.29	73,573.54	8.1%
Other Current Assets				
113 · Due From Employees	0.00	17,900.00	-17,900.00	-100.0%
121 · Grants Receivable	0.00	227,795.00	-227,795.00	-100.0%
122 · Lodging Tax Receivable	70,954.23	127,028.13	-56,073.90	-44.1%
Total Other Current Assets	70,954.23	372,723.13	-301,768.90	-81.0%
Total Current Assets	1,049,120.06	1,277,315.42	-228,195.36	-17.9%
Fixed Assets				
153 · Office Equipment	62,612.38	62,612.38	0.00	0.0%
163 · Accum Depr- Office Equipment	-44,389.68	-34,449.48	-9,940.20	-28.9%
Total Fixed Assets	18,222.70	28,162.90	-9,940.20	-35.3%
Other Assets				
165 · Right of Use Asset	136,065.00	136,065.00	0.00	0.0%
Total Other Assets	136,065.00	136,065.00	0.00	0.0%
TOTAL ASSETS	1,203,407.76	1,441,543.32	-238,135.56	-16.5%
LIABILITIES & EQUITY				
Liabilities				
Current Liabilities				
Accounts Payable				
203 · Accounts Payable	1,775.00	3,375.00	-1,600.00	-47.4%
Total Accounts Payable	1,775.00	3,375.00	-1,600.00	-47.4%
Other Current Liabilities				
200 · Short-Term Lease Liability	26,695.00	26,695.00	0.00	0.0%
216 · Federal Unemployment Payable	222.58	221.50	1.08	0.5%
216 · State Unemployment Payable	1,471.67	932.74	538.93	57.8%
222 · Accrued Salaries & Benefits	16,896.86	16,896.86	0.00	0.0%
227 · Accrued Vacation	43,759.84	43,759.84	0.00	0.0%
Total Other Current Liabilities	89,045.95	88,505.94	540.01	0.6%
Total Current Liabilities	90,820.95	91,880.94	-1,059.99	-1.2%
Long Term Liabilities				
201 · Long-Term Lease Liability	105,641.00	105,641.00	0.00	0.0%
Total Long Term Liabilities	105,641.00	105,641.00	0.00	0.0%
Total Liabilities	196,461.95	197,521.94	-1,059.99	-0.5%
Equity				
290 · Fund Balance	1,077,170.99	1,077,170.99	0.00	0.0%
32000 · Unrestricted Net Assets	122,168.05	0.00	122,168.05	100.0%
Net Income	-192,393.23	166,850.39	-359,243.62	-215.3%
Total Equity	1,006,945.81	1,244,021.38	-237,075.57	-19.1%
TOTAL LIABILITIES & EQUITY	1,203,407.76	1,441,543.32	-238,135.56	-16.5%

Washington County, Maryland Convention & Visitors Bureau, Inc.
Accountants Report/ Discussion Points - Executive Board

March 31, 2024

	March 2024 Year To Date	Mar-23 Prior YTD	Year to Year Variance	Current Year Budget	March 2024 YTD Variance To Budget
1) REVENUE:					
Lodging Tax Revenue	280,471.33	361,881.20	(81,409.87)	389,760.00	(109,288.67)
Grants	13,394.50	156,614.00	(143,219.50)	50,000.00	(36,605.50)
Washington County Grant	-	-	-	-	-
USA Cycling	-	-	-	-	-
Memberships	21,613.60	3,974.85	17,638.75	3,500.00	18,113.60
Member Activities	-	-	-	-	-
Visitor Guide	15,689.00	5,438.00	10,251.00	39,000.00	(23,311.00)
Publication Advertising	-	-	-	-	-
Advertising Co-ops	-	-	-	-	-
Vacation Value Pass	-	-	-	-	-
Gift Shop Sales	-	-	-	-	-
Sponsorships	-	-	-	-	-
Miscellaneous Revenue	-	-	-	-	-
Ticket Sale Commissions	-	-	-	-	-
Illuminations	-	-	-	-	-
Interest Income	1,933.71	3,875.28	(1,941.57)	1,500.00	433.71
Loss on disposal of assets	-	-	-	-	-
TOTAL REVENUE	333,102.14	531,783.33	(198,681.19)	483,760.00	(150,657.86)
Total Administrative Expense	159,023.57	142,806.89	16,216.68	162,791.00	(3,767.43)
Total Operating Expense	36,707.03	39,626.48	(2,919.45)	33,697.00	3,010.03
Promotional Programs:					
Advertising	196,121.81	82,817.86	113,303.95	113,100.00	83,021.81
Sales	11,603.99	23,193.19	(11,589.20)	19,108.00	(7,504.01)
Public Relations	30,222.31	35,802.83	(5,580.52)	3,900.00	26,322.31
Publications	4,413.24	11,047.15	(6,633.91)	12,000.00	(7,586.76)
Product Development	-	-	-	-	-
Member Relations	1,787.30	1,435.99	351.31	800.00	987.30
Other Promotional Programs	85,616.12	28,202.55	57,413.57	34,820.00	50,796.12
Total Promotional Programs	329,764.77	182,499.57	147,265.20	183,728.00	146,036.77
TOTAL EXPENSES	525,495.37	364,932.94	160,562.43	380,216.00	145,279.37
NET SURPLUS (DEFICIT)	(192,393.23)	166,850.39	(359,243.62)	103,544.00	(295,957.23)
Expenses grouped by functional category:					
Program Services	447,573.82	294,957.56	-	-	-
Management & General	77,921.55	69,975.38	-	-	-
	525,495.37	364,932.94	-	-	-
Program Service % age	85%	81%			

*Data - Non Profit's VB Reports for month of 3- prep'd by treasurer Report - new template

Lodging Tax Revenue Received

2015-2024

This reflects the ACTUAL MONTH RECEIVED - CASH BASIS

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2024 Change
January	75,948.72	83,922.60	68,837.45	70,452.47	77,919.95	87,858.08	66,730.82	105,998.72	43,913.79	74,583.56	30,669.77
February	57,790.64	57,003.42	55,985.59	65,454.42	65,077.18	72,100.55	57,811.08	74,835.54	167,214.12	120,286.25	(46,927.87)
March	56,247.52	56,433.17	62,015.27	63,139.50	65,839.16	69,471.98	45,066.37	71,852.66	67,638.70	89,230.85	21,592.15
April	75,308.62	70,990.50	75,843.67	64,852.20	77,755.71	63,506.82	87,774.07	108,342.13	127,028.13	70,954.23	(56,073.90)
May	81,108.16	79,149.51	73,261.67	82,132.79	91,379.88	41,174.27	86,688.10	108,965.05	102,370.22		
June	87,765.22	86,386.23	86,997.98	94,991.50	97,919.16	41,203.00	110,544.18	124,435.54	124,391.60		
July	100,135.61	108,095.75	103,935.74	127,296.55	106,702.85	39,839.02	117,559.56	126,309.02	162,924.95		
August	108,801.61	105,121.32	103,712.96	107,924.58	129,609.50	73,916.46	124,111.32	96,731.54	140,562.30		
September	104,693.43	106,954.09	109,878.67	124,891.18	121,973.79	80,875.87	105,252.19	174,819.27	148,962.53		
October	101,208.40	100,509.04	96,044.50	105,131.29	108,135.15	83,538.20	144,818.65	128,824.51	123,801.64		
November	87,280.18	83,015.59	89,890.55	100,460.95	97,600.47	72,028.55	94,116.35	124,567.22	113,054.85		
December	85,115.58	93,983.13	100,143.98	102,655.62	98,368.15	70,517.53	130,778.88	124,567.22	136,544.03		
ANNUAL TOTAL	\$ 1,021,403.69	\$ 1,031,564.35	\$ 1,026,548.03	\$ 1,109,383.05	\$ 1,138,280.95	\$ 795,830.33	\$ 1,171,251.57	\$ 1,370,248.42	\$ 1,458,406.86	\$ 355,054.89	\$ (50,739.85)
12 mths 2018	1,109,383.05	12 mths 2019	1,138,280.95	12 mths 2020	795,830.33	12 mths 2021	1,136,280.95	4 mths 2024	355,054.89	405,794.74	
12 mths 2017	1,026,548.03	12 mths 2018	1,109,383.05	12 mths 2019	1,138,280.95	12 mths 2020	795,830.33	4 mths 2023	355,054.89	405,794.74	
Increase \$\$	82,835.02	Increase \$\$	28,897.90	Increase \$\$	(342,450.62)	Increase \$\$		Increase %		(50,739.85)	
Increase %	8.07%	Increase %	2.60%	Increase %	-30.08%	Increase %		Increase %		-12.50%	
ANNUAL REVENUES BY YEAR:											
1998	\$ 428,525.61	2006	\$ 765,219.50								
1999	\$ 437,556.58	2007	\$ 815,256.26								
2000	\$ 479,162.63	2008	\$ 779,803.23								
2001	\$ 485,569.66	2009	\$ 751,738.79								
2002	\$ 502,110.33	2010	\$ 815,485.70								
2003	\$ 463,220.59	2011	\$ 854,416.73								
2004	\$ 580,730.84	2012	\$ 957,010.93								
	\$ 661,866.93	2013	\$ 925,868.36								

NEW MEMBERS

Still Smokin' BBQ

Faith Whaples
24 N. Conococheague St.
Williamsport, MD 21795
240-366-2100

Interludes With Impact

Richard "Rick" Bibbee
21636 Kelso Drive
Hagerstown, MD 21742
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The Market Hub

Jill Hudson
14113 Pennsylvania Avenue
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