



MEETING of the BOARD OF DIRECTORS

AGENDA

Bistro 11
February 22, 2023
11:30 a.m.

Call to Order	K. Clutz
Roll Call	J. Thomas
Approval of Minutes	K. Clutz
Financial Report	L. Curry
Executive Committee	D. Spedden
President's Report	D. Spedden
a. Stadium Update	
b. USMH Students	
c. Private Investment-\$80M	
d. Five Residential Projects	
e. Downtown Baseball Offices	
f. Visitor Welcome Center	
g. Capital Request	
h. GEF Application	
i. Rural Maryland	
j. Commerce Budget	
k. Boonsboro Museum of History	
l. TAC Sign Program	
m. Visitor Guide	
n. New CRM Roll Out	
New Members	
Adjournment	K. Clutz

Upcoming Events:

March 22, 2023 – CVB Board of Directors

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**

October 26, 2022

9:00 AM

Virtual Meeting

MINUTES

PRESENT: Andrew Sargent, Chair; Katie Clutz, Chair-Elect, Al Martin, Treasurer; Emilie Amt, Sila Alegret-Bartel, Mary Anne Burke, Lester Curry, Sarah Hall, Leslie Hart, Jeremy Hulse, Racha Iskandarani, Teri Leiter, Brittany Wedd

ABSENT: Angie Hummer, Amanda Rankin, Lindsey Renner, Julie Rohm

STAFF: Dan Spedden, Tiffany Ahalt, Jolene Thomas

ROLL CALL

TOPIC: **Minutes of September 7, 2022**

MOTION: To approve the minutes of the September 7, 2022, Board of Directors Meeting, as presented. 1st Mary Anne Burke, 2nd Sila Alegret-Bartel

ACTION: Approved

TOPIC: **Financial Report – September 30, 2022**

DISCUSSION: Lester Curry reviewed the Financial Statement for the period ending September 30, 2022, with the Board.

MOTION: To accept the Financial Statement for the period ending September 30, 2022, as presented. (Copy on file with the minutes). 1st Sarah Hall, 2nd Mary Anne Burke

ACTION: Approved

TOPIC: **Bylaws**

DISCUSSION: Dan Spedden reported that no changes to the Bylaws were recommended by the Board of Directors.

MOTION: To recommend no changes to the Bylaws to the CVB Membership on December 7, 2022. 1st Al Martin, 2nd Teri Leiter

ACTION: Accepted

TOPIC: **Board of Directors/Executive Committee**

DISCUSSION: Dan Spedden shared that Angie Hummer's term on the Board of Directors is up the end of 2022 and will be rotating off the board as Immediate Past Chair. The Executive Committee recommended that **Katie Clutz** be elevated to Chair-Elect and become Chair the beginning of 2023 when Andrew Sargent becomes the Immediate Past Chair. The Executive Committee also recommended to the Board that **Jeremy Hulse** serve on the Executive Committee, **Brittany Wedd** be elevated from the Advisory Committee to the

Board of Directors, and that **Lettie Wilkes** of Elmwood Farm B&B be invited to serve on the CVB's Board of Directors.

MOTION: To appoint Katie Clutz to serve as Chair-Elect and become Chair beginning of 2023. To appoint Jeremy Hulse to serve on the Executive Committee.
To appoint Brittany Wedd to serve on the Board of Directors.
To invite Lettie Wilkes of Elmwood Farm B&B to serve on the CVB's Board of Directors. 1st Sarah Hall, 2nd Mary Anne Burke

ACTION: Approved

TOPIC: **New Members**

MOTION: To accept the list of new CVB members, as presented. 1st Teri Leiter, 2nd Emilie Amt

ACTION: Approved

TOPIC: **Budget for 2023**

DISCUSSION: Dan Spedden reviewed the proposed 2023 Budget with the Board of Directors and shared an Executive Summary listing major adjustments for 2023.

MOTION: To approve the CVB Budget for 2023, as presented. 1st Al Martin, 2nd Jeremy Hulse

ACTION: Approved

Adjournment

Andrew Sargent – Chair
Al Martin – Treasurer
Jolene Thomas – Recording Secretary

**VISIT HAGERSTOWN-WASHINGTON COUNTY
CONVENTION & VISITORS BUREAU
ANNUAL MEMBERSHIP MEETING**

MINUTES

The Maryland Theatre

December 7, 2022

MEMBERS Al Martin, Treasurer; James Baker, Dave Barnhart, Keith Baumbach, Marcie Baumbach, Ed Beeler, Quentin Blackwell, Carolina Borja, Kristin Bowl, Mary Jane Bowyer, Mary Anne Burke, Jacquetta Cardwell, Lakisha Cardwell, Jill Colbert, Anna Lipowitz Davey, Gregg Delauny, Tim Doyle, Vernell Doyle, Michael Draper, Shelle Fentress, Jenny Fleming, Jenn Fraley, George Franks, Diane Girgenti, John Gonano, Jessica Green, Sarah Hall, Ray Hanson, Michael Harp, Leslie Hart, Jessica Hartman, Karen Hemenway, Charissa Hipp, Russ Hodge, Patrick Hodge, Kesra Hoffman, Lindsay Hood, Emily Huebner, Ron Humble, Angie Hummer, Racha Iskandarani, Joanna Jennings, Cindy Kauffman, Sabrina Kelbaugh, Mike Kelbaugh, Nate Kraft, Natalie Kaft, Russ Legendre, Teri Leiter, Lili Leonard, Betsey Lillard, Barry Martin, Kirke Martin, Natoscha McKinnon, George Messner, Kurtis Meyers, Tereance Moore, Rachel Moses, Reuben Moss, Sarah Nadeau, Rachel Nichols, Michele Nolan, Laura Oates, Rachel Pierce, Hunt Prothro, Amanda Rankin, Doug Reaser, Steve Recker, Julie Rohm, Cindy Rowe, Tim Rowe, Bob Savitt, Charles Schwalbe, Jessica Scott, John Seburn, Liz Shatto, Chris Siemerling, Nora Slick, Emily Christine Socks, Janeen Solberg, Robyn Sumner, Reggie Turner, Natoma Vargason, Karen Voellinger, Brittany Wedd, Lettie Wilkes, Selena Wilkes, Dan Wingerd, Janine Woodward, Jordan Wygant and Robin Zanotti

INVITEES Howard Long, Mayor of Boonsboro

CVB STAFF Dan Spedden, President; Tiffany Ahalt, Terri Mulligan, Jolene Thomas

SPECIAL GUEST: Greg Snook, President and CEO of CHIEF

WELCOME

Jolene Thomas, Director of Membership for Visit Hagerstown and Washington County, welcomed member attendees and expressed appreciation to the businesses who provided breakfast and meeting space.

INTRODUCTIONS

Dan Spedden, President and CEO of Visit Hagerstown and Washington County CVB, introduced the 2022 and 2023 Board of Directors, Advisory Board, and special dignitary.

BYLAWS

Dan Spedden advised the Membership there were no amendments to the current Bylaws of the Hagerstown-Washington County Convention & Visitors Bureau, and they would stand as is, through 2023.

FINANCIAL REVIEW

Al Martin presented a brief report on the financial status of the Visit Hagerstown-Washington County Convention & Visitors Bureau.

GUEST SPEAKER

Greg Snook, President and CEO of CHIEF, gave an update and progress report on the Hagerstown Multi-Use Sports and Events Facility.

YEAR IN REVIEW AND PLANS FOR 2023

Dan Spedden, President and CEO of Visit Hagerstown, presented an overview of the CVB's current 2022 status and plans for 2023.

20TH ANNIVERSARY MEMBERS

The following Visit Hagerstown partners were recognized and presented with an award for their commitment and loyalty to the CVB for the last 20 years:

Icon Graphics
The Maryland Theatre
Century 21 Market Professionals
Washington County Rural Heritage Museum

RECOGNITION

Dan Spedden gave recognition to Angie Hummer in appreciation for her years of service on the Board of Directors, Board Chair, and Executive Committee.

ADJOURNMENT

Dan Spedden, President
Al Martin, Treasurer
Jolene Thomas, Recording Secretary

Washington County, Maryland Convention & Visitors Bureau
Statement of Financial Position
As of December 31, 2022

	Dec 31, 22	Dec 31, 21	\$ Change	% Change
ASSETS				
Current Assets				
Checking/Savings				
104 · Cash BB&T - Operating	81,256.52	125,844.03	-44,587.51	-35.4%
105 · Cash BB&T - Payroll Reserve	1,128.18	1,311.06	-182.88	-14.0%
106 · Cash BB&T - PR	24,459.12	4,503.26	19,955.86	443.1%
107 · Cash BB&T - Operating Reserve	664,048.21	686,811.24	-22,763.03	-3.3%
Total Checking/Savings	770,892.03	818,469.59	-47,577.56	-5.8%
Other Current Assets				
122 · Lodging Tax Receivable	43,913.79	105,998.72	-62,084.93	-58.6%
Total Other Current Assets	43,913.79	105,998.72	-62,084.93	-58.6%
Total Current Assets	814,805.82	924,468.31	-109,662.49	-11.9%
Fixed Assets				
153 · Office Equipment	90,160.38	90,160.38	0.00	0.0%
163 · Accum Depr- Office Equipment	-59,512.43	-49,572.23	-9,940.20	-20.1%
167 · Accum Depr-Leasehold Impr	0.00	0.53	-0.53	-100.0%
Total Fixed Assets	30,647.95	40,588.68	-9,940.73	-24.5%
TOTAL ASSETS	845,453.77	965,056.99	-119,603.22	-12.4%
LIABILITIES & EQUITY				
Liabilities				
Current Liabilities				
Accounts Payable				
203 · Accounts Payable	43,997.22	11,436.00	32,561.22	284.7%
Total Accounts Payable	43,997.22	11,436.00	32,561.22	284.7%
Other Current Liabilities				
215 · Federal Unemployment Payable	252.00	0.00	252.00	100.0%
216 · State Unemployment Payable	45.86	0.00	45.86	100.0%
220 · Deferred Revenue	0.00	150,000.00	-150,000.00	-100.0%
222 · Accrued Salaries & Benefits	15,524.86	15,524.86	0.00	0.0%
227 · Accrued Vacation	27,974.84	27,974.84	0.00	0.0%
228 · Custodial Liability	0.00	20,000.00	-20,000.00	-100.0%
SEK222 · Deferred Rev-Visitor's Gd. Adv	0.00	12,753.00	-12,753.00	-100.0%
Total Other Current Liabilities	43,797.56	226,252.70	-182,455.14	-80.6%
Total Current Liabilities	87,794.78	237,688.70	-149,893.92	-63.1%
Total Liabilities	87,794.78	237,688.70	-149,893.92	-63.1%
Equity				
290 · Fund Balance	727,368.29	682,735.08	44,633.21	6.5%
Net Income	30,290.70	44,633.21	-14,342.51	-32.1%
Total Equity	757,658.99	727,368.29	30,290.70	4.2%
TOTAL LIABILITIES & EQUITY	845,453.77	965,056.99	-119,603.22	-12.4%

Lodging Tax Revenue Received

2014 - 2023

This reflects the ACTUAL MONTH RECEIVED - CASH BASIS

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2023 Change
January	75,098.47	75,948.72	83,922.60	68,837.45	70,452.47	77,919.95	87,658.08	66,730.82	105,998.72	43,913.79	(62,084.93)
February	53,697.02	57,790.64	57,003.42	55,985.59	65,454.42	65,077.18	72,100.55	57,811.08	74,835.54		
March	54,049.77	56,247.52	56,433.17	62,015.27	63,139.50	65,939.16	69,471.98	45,066.37	71,852.66		
April	73,737.56	75,308.62	70,990.50	75,843.67	64,852.20	77,755.71	63,506.82	87,774.07	108,342.13		
May	74,192.08	81,108.16	79,149.51	73,261.67	82,132.79	91,379.88	41,174.27	86,688.10	108,965.05		
June	80,166.19	87,765.22	86,386.23	86,997.98	94,991.50	97,919.16	41,203.00	110,544.18	124,435.54		
July	96,526.37	100,135.61	108,095.75	103,935.74	127,296.55	106,702.85	39,839.02	117,559.56	126,309.02		
August	105,994.01	108,801.61	105,121.32	103,712.96	107,924.58	129,609.50	73,916.46	124,111.32	96,731.54		
September	108,753.10	104,693.43	106,954.09	109,878.67	124,891.18	121,973.79	80,875.87	105,252.19	174,819.27		
October	99,333.60	101,208.40	100,509.04	96,044.50	105,131.29	108,135.15	83,538.20	144,818.65	128,824.51		
November	85,858.49	87,280.18	83,015.59	89,890.55	100,460.95	97,600.47	72,028.55	94,116.35	124,567.22		
December	87,264.92	85,115.58	93,983.13	100,143.98	102,655.62	98,368.15	70,517.53	130,778.88	124,567.22		
ANNUAL TOT	\$ 994,671.58	\$ 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	\$ 43,913.79	\$ (62,084.93)
12 mnths 2018		1,109,383.05	12 mnths 2019	1,138,280.95	12 mnths 2020	795,830.33		1 mnth 2023			43,913.79
12 mnths 2017		1,026,548.03	12 mnths 2018	1,109,383.05	12 mnths 2019	1,138,280.95		1 mnth 2022			105,998.72
Increase \$\$		82,835.02	Increase \$\$	28,897.90	Increase \$\$	(342,450.62)		Increase \$\$			(62,084.93)
Increase %		8.07%	Increase %	2.60%	Increase %	-30.09%		Increase %			-58.57%
ANNUAL REVENUES BY YEAR:											
1998	\$ 428,525.61	2006	\$ 765,219.60								
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								
2005	\$ 661,866.93	2013	\$ 925,868.36								

NEW MEMBERS**Green Hill Farm**

Erin Moshier
5329 Mondell Rd.
Sharpsburg, MD 21782
240-329-6732
erin.moshier@gmail.com
www.Ghfarm.org

Weaver Treasures

Nicholas Weaver
13404 Pennsylvania Ave.
Hagerstown, MD 21742
240-707-6884
weaverstreasures@gmail.com
www.weavertreasures.com

Blooms Alley

Cherie McCord
101 E Baltimore Suite 101A
Hagerstown, MD 21740
240-928-0814
www.bloomsalley.com

Contemporary American Theater Festival

Gabrielle Tokach
PO Box 429
Shepherdstown, WV 25443
681-240-2283
www.catf.org

Polish Pottery of Hagerstown

Vivienne Smith
301-991-3069
108 E. Baltimore St.
Funkstown, MD 21734
www.polishpotteryofhagerstown.com

Little Brick Coffee

Dorrie Pilot
16613 Shepherdstown Pike
Sharpsburg, MD 21782
301-440-4280
www.littlebrickcoffee.com

Hub City Vinyl

Lloyd Thoburn
28 E. Baltimore St.
Hagerstown, MD 21740
703-801-1459
www.hubcityvinyl.com

Meritus Medical Center Auxillary Thrift Shop -**Repeat Performance**

Doug Valentine
18737 North Pointe Drive
Hagerstown, MD 21742
301-665-2993