



## MEETING of the BOARD OF DIRECTORS

### AGENDA

February 19, 2025  
Virtual Meeting

9:00 a.m.

Call to Order	K. Clutz
Roll Call	J. Thomas
Approval of Minutes a. January 29, 2025	K. Clutz
Financial Report	L. Curry
Executive Committee:	D. Spedden
New Members	D. Spedden
President's Report	D. Spedden
1. Short Term Rental Intermediary Bookings	
2. Meritus Park Visitor Profile and Impact Report	
3. Veterans Care State Park	
4. Welcome Center Prospects	
5. Audit Update	
Adjournment	K. Clutz

#### UPCOMING DATES:

March 19 – Executive Committee Meeting  
April 16 – Board of Directors – Audit Report  
May 4-10 – National Travel & Tourism Week  
May 21 – Annual Membership Meeting  
August 22 – Membership Picnic at the Ballpark  
August 27 – 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**

**January 29, 2025**

**9:00 AM**

**Baile Cask & Kettle**

**MINUTES**

**PRESENT:** Katie Clutz, Chair; Andrew Sargent, Past Chair; Al Martin, Treasurer; Brittany Arizmendi, Jessica Clark, Lester Curry, John Gonano, Sarah Hall, Jeremy Hulse, Jonathan Horowitz, Teri Leiter, Brittany Wedd, and Lettie Wilkes

**ABSENT:** Emilie Amt, Sila Bartell, David Blenckstone, Racha Iskandarani, Julie Rohm

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

**ROLL CALL**

**TOPIC:** **Minutes of October 23, 2024**

**MOTION:** To approve the minutes of October 23, 2024, Board of Directors meeting, as presented (Copies on file). 1<sup>st</sup> Brittany Wedd, 2<sup>nd</sup> Andrew Sargent

**ACTION:** Approved

**TOPIC:** **Financial Report**

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

**MOTION:** To accept the Financial Statement for the period ending December 31, 2024, as presented (Copy on file with the minutes). 1<sup>st</sup> Teri Leiter, 2<sup>nd</sup> Jeremy Hulse

**ACTION:** Accepted

**TOPIC:** **Executive Committee**

**DISCUSSION:** Dan Spedden took a moment to recognize Teri Leiter; whose term has ended after 10 years of dedicated service on the CVB Board of Directors.

**TOPIC:** **New Members**

**MOTION:** To accept the list of new CVB members, as presented (list on file with the minutes). 1<sup>st</sup> Brittany Wedd, 2<sup>nd</sup> Jonathan Horowitz

**ACTION:** Approved

**TOPIC:** **President's Report**

**DISCUSSION:** Dan Spedden provided an update on two legislative items: the Heritage Area bill, which seeks to increase the funding cap from \$6 million to \$12 million in 2025 and was being presented this morning, and the Visitor Welcome

Center, which was removed from the budget but remains a priority, with hopes of being reinstated.

Mr. Spedden also shared he briefly met with the interim Executive Director of Maryland Office of Tourism Development, and the CVB maybe receiving a marketing matching grant of \$100K.

## **ADJOURNMENT**

Katie Clutz - Chair

Al Martin - Treasurer

Jolene Thomas - Recording Secretary

**Washington County, Maryland Convention & Visitors Bureau**  
**Statement of Financial Position**  
As of January 31, 2025

	Jan 31, 25	Jan 31, 24	\$ Change	% Change
<b>ASSETS</b>				
<b>Current Assets</b>				
<b>Checking/Savings</b>				
104 · Cash BB&T - Operating	108,793.59	154,171.76	-45,378.17	-29.4%
105 · Cash BB&T - Payroll Reserve	879.43	915.31	-35.88	-3.9%
106 · Cash BB&T - PR	20,780.20	19,941.73	838.47	4.2%
107 · Cash BB&T - Operating Reserve	260,116.24	325,311.07	-65,194.83	-20.0%
111 · CD - F&M Trust	269,322.73	250,000.00	19,322.73	7.7%
112 · CD - CNB Bank	262,444.44	250,000.00	12,444.44	5.0%
<b>Total Checking/Savings</b>	<b>922,336.63</b>	<b>1,000,339.87</b>	<b>-78,003.24</b>	<b>-7.8%</b>
<b>Other Current Assets</b>				
113 · Due From Employees	0.00	550.00	-550.00	-100.0%
121 · Grants Receivable	0.00	143,610.00	-143,610.00	-100.0%
122 · Lodging Tax Receivable	76,962.35	120,266.25	-43,323.90	-36.0%
123 · Other Receivable	0.00	9,236.00	-9,236.00	-100.0%
<b>Total Other Current Assets</b>	<b>76,962.35</b>	<b>273,682.25</b>	<b>-196,719.90</b>	<b>-71.9%</b>
<b>Total Current Assets</b>	<b>999,298.98</b>	<b>1,274,022.12</b>	<b>-274,723.14</b>	<b>-21.6%</b>
<b>Fixed Assets</b>				
163 · Office Equipment	62,023.38	62,023.38	0.00	0.0%
163 · Accum Depr- Office Equipment	-52,722.35	-42,143.98	-10,578.37	-25.1%
<b>Total Fixed Assets</b>	<b>9,301.03</b>	<b>19,879.40</b>	<b>-10,578.37</b>	<b>-53.2%</b>
<b>Other Assets</b>				
165 · Right of Use Asset	122,399.00	122,399.00	0.00	0.0%
<b>Total Other Assets</b>	<b>122,399.00</b>	<b>122,399.00</b>	<b>0.00</b>	<b>0.0%</b>
<b>TOTAL ASSETS</b>	<b>1,130,999.01</b>	<b>1,416,300.52</b>	<b>-285,301.51</b>	<b>-20.1%</b>
<b>LIABILITIES &amp; EQUITY</b>				
<b>Liabilities</b>				
<b>Current Liabilities</b>				
<b>Accounts Payable</b>				
203 · Accounts Payable	2,170.00	10,517.08	-8,347.08	-79.4%
<b>Total Accounts Payable</b>	<b>2,170.00</b>	<b>10,517.08</b>	<b>-8,347.08</b>	<b>-79.4%</b>
<b>Other Current Liabilities</b>				
200 · Short Term Lease Liability	30,946.00	30,946.00	0.00	0.0%
211 · 941 Taxes Payable	0.00	1,615.00	-1,615.00	-100.0%
213 · MD Withholding Payable	0.00	385.00	-385.00	-100.0%
215 · Federal Unemployment Payable	204.19	202.03	2.16	1.1%
216 · State Unemployment Payable	327.94	816.34	-488.40	-59.8%
218 · 401K Payable	0.00	500.00	-500.00	-100.0%
220 · Deferred Revenue	3,697.00	0.00	3,697.00	100.0%
221 · Sales Tax Payable	-25.34	0.00	-25.34	-100.0%
222 · Accrued Salaries & Benefits	17,658.86	17,658.86	0.00	0.0%
227 · Accrued Vacation	19,085.84	19,085.84	0.00	0.0%
<b>Total Other Current Liabilities</b>	<b>71,894.49</b>	<b>71,209.07</b>	<b>685.42</b>	<b>1.0%</b>
<b>Total Current Liabilities</b>	<b>74,064.49</b>	<b>81,726.15</b>	<b>-7,661.66</b>	<b>-9.4%</b>
<b>Long Term Liabilities</b>				
201 · Long-Term Lease Liability	90,414.00	90,414.00	0.00	0.0%
<b>Total Long Term Liabilities</b>	<b>90,414.00</b>	<b>90,414.00</b>	<b>0.00</b>	<b>0.0%</b>
<b>Total Liabilities</b>	<b>164,478.49</b>	<b>172,140.15</b>	<b>-7,661.66</b>	<b>-4.5%</b>

**Washington County, Maryland Convention & Visitors Bureau**  
**Statement of Financial Position**  
As of January 31, 2025

	Jan 31, 25	Jan 31, 24	\$ Change	% Change
<b>Equity</b>				
290 - Fund Balance	1,251,607.04	1,251,607.04	0.00	0.0%
32000 - Unrestricted Net Assets	-259,915.54	0.00	-259,915.54	-100.0%
Net Income	-25,170.98	-7,446.67	-17,724.31	-238.0%
<b>Total Equity</b>	<u>966,520.52</u>	<u>1,244,160.37</u>	<u>-277,639.85</u>	<u>-22.3%</u>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<u>1,130,999.01</u>	<u>1,416,300.52</u>	<u>-285,301.51</u>	<u>-20.1%</u>

DRAFT

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

January 31, 2025

	January 2025	January 2024	Year to Year	Current	January 2025
	Year	Prior	Variance	Year	YTD Variance
	To Date	YTD		Budget	To Budget
1) REVENUE:					
Lodging Tax Revenue	76,962.35	120,286.25	(43,323.90)	85,000.00	(8,037.65)
Grants	-	(11,187.50)	11,187.50	-	-
Washington County Grant	-	-	-	-	-
USA Cycling	-	-	-	-	-
Memberships	895.50	6,045.50	(5,150.00)	3,500.00	(2,604.50)
Member Activities	-	-	-	-	-
Visitor Guide	12,981.00	25,422.00	(12,441.00)	6,000.00	6,981.00
Publication Advertising	-	-	-	-	-
Advertising Co-ops	-	-	-	-	-
Vacation Value Pass	-	-	-	-	-
Gift Shop Sales	-	-	-	-	-
Sponsorships	-	-	-	-	-
Miscellaneous Revenue	-	-	-	-	-
Ticket Sale Commissions	-	-	-	-	-
Illuminations	-	-	-	-	-
Interest Income	8,942.29	501.68	8,440.61	700.00	8,242.29
Loss on disposal of assets	-	-	-	-	-
<b>TOTAL REVENUE</b>	<b>99,781.14</b>	<b>141,067.93</b>	<b>(41,286.79)</b>	<b>95,200.00</b>	<b>4,581.14</b>
Total Administrative Expense	68,918.80	65,129.22	3,789.58	72,396.00	(3,477.20)
Total Operating Expense	9,638.38	11,417.44	(1,779.06)	11,509.00	(1,870.62)
Promotional Programs:					
Advertising	27,665.43	32,196.44	(4,531.01)	31,470.00	(3,804.57)
Sales	3,341.48	(6,923.95)	10,265.43	1,705.00	1,636.48
Public Relations	4,000.75	14,945.21	(10,944.46)	4,760.00	(759.25)
Publications	4,260.76	250.30	4,010.46	500.00	3,760.76
Product Development	-	-	-	-	-
Member Relations	1,362.50	-	1,362.50	-	1,362.50
Other Promotional Programs	5,764.02	31,499.94	(25,735.92)	5,480.00	284.02
Total Promotional Programs	46,394.94	71,967.94	(25,573.00)	43,915.00	2,479.94
<b>TOTAL EXPENSES</b>	<b>124,952.12</b>	<b>148,514.60</b>	<b>(23,562.48)</b>	<b>127,820.00</b>	<b>(2,857.88)</b>
<b>NET SURPLUS (DEFICIT)</b>	<b>(25,170.98)</b>	<b>(7,446.67)</b>	<b>(17,724.31)</b>	<b>(32,620.00)</b>	<b>7,449.02</b>
Expenses grouped by functional category:					
Program Services	91,181.91	116,601.28	-	-	-
Management & General	33,770.21	31,913.32	-	-	-
	124,952.12	148,514.60			
Program Service % age	73%	79%			

- This Assumes that 51% of Administrative Expense is allocated to Program Services.

Lodging Tax Revenue Received  
2016-2025

This reflects the ACTUAL MONTH RECEIVED - CASH BASIS

	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2025 Change
January	83,922.60	68,837.45	70,452.47	77,919.95	87,658.08	66,730.82	105,998.72	43,913.79	74,583.56	119,458.39	44,874.83
February	57,003.42	55,985.59	65,454.42	65,077.18	72,100.55	57,811.08	74,935.54	167,214.12	120,286.25	76,952.35	(43,323.90)
March	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		
April	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		
May	79,149.51	73,261.67	82,132.79	91,379.88	41,174.27	86,688.10	108,965.05	102,370.22	108,686.96		
June	86,386.23	86,997.98	94,991.50	97,919.16	41,203.00	110,544.18	124,435.54	124,391.60	159,829.55		
July	108,095.75	103,935.74	127,296.55	106,702.85	39,839.02	117,559.56	126,309.02	162,924.95	136,707.82		
August	105,121.32	103,712.96	107,924.58	129,609.50	73,916.46	124,111.32	96,731.54	140,562.30	141,170.18		
September	106,954.09	109,878.67	124,891.18	121,973.79	80,875.87	105,252.19	174,819.27	148,962.53	146,823.66		
October	100,509.04	96,044.50	105,131.29	108,135.15	83,538.20	144,818.65	128,824.51	123,801.64	126,479.02		
November	83,015.59	89,890.55	100,460.95	97,600.47	72,028.55	94,116.35	124,567.22	113,054.85	130,385.39		
December	93,983.13	100,143.98	102,655.62	98,368.15	70,517.53	130,778.88	124,567.22	136,544.03	121,514.71		
ANNUAL TOTAL	\$ 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	\$ 1,426,652.18	\$ 196,420.74	\$ 1,550.93
12 months 2018		1,109,383.05	12 months 2019	1,138,280.95	12 months 2020	795,830.33		2 months 2025		196,420.74	
12 months 2017	1,026,548.03	12 months 2018	1,109,383.05	12 months 2019	1,138,280.95	1,138,280.95	2 months 2024			194,869.81	
Increase \$\$	82,835.02	Increase \$\$	28,897.90	Increase \$\$	(342,450.62)	Increase \$\$				1,550.93	
Increase %	8.07%	Increase %	2.60%	Increase %	-30.08%	Increase %				0.80%	
<b>ANNUAL REVENUES BY YEAR:</b>											
1998	\$ 428,525.61	2007	\$ 815,256.26								
1999	\$ 437,556.58	2008	\$ 779,803.23								
2000	\$ 479,162.63	2009	\$ 751,738.79								
2001	\$ 485,569.66	2010	\$ 815,485.70								
2002	\$ 502,110.33	2011	\$ 854,416.73								
2003	\$ 463,220.59	2012	\$ 957,010.93								
2004	\$ 580,730.84	2013	\$ 925,868.36								
2005	\$ 661,866.93	2014	\$ 994,671.58								
2006	\$ 765,219.60	2015	\$ 1,021,403.69								

**NEW MEMBERS**

**Platinum Paws Pet Services**

Jennifer Gardner

1056 Bramly Drive

Hagerstown, MD 21742

410-935-7179

[www.platinumpawspetservices.com](http://www.platinumpawspetservices.com)

**Josie's on Main**

Dana Healy

4 N. Main Street

boonsboro, MD 21713

240-285-0383

[www.josiesonmain.com](http://www.josiesonmain.com)

**Castle Hill Winery**

Kent Reid

17039 Castle Hill Rd.

Hagerstown, MD 21740

301-331-4248

**Apotheke DuJardin**

Ellie DuJardin-Woodall

14362 Reckord Avenue

Cascade, MD 21719

301-992-0442

[www.apothekedujardin.com](http://www.apothekedujardin.com)