



MEETING of the BOARD OF DIRECTORS

AGENDA

Virtual Meeting via Zoom
February 21, 2024

9:00 a.m.

Call to Order	K. Clutz
Roll Call	J. Thomas
Approval of Minutes	K. Clutz
a. January 24, 2024	
Financial Report	L. Curry
Member Activities	J. Thomas
New Members	
2024 Visitor Guide	B. DeVore
Washington County Legislative Reception	
President's Report	D. Spedden
a. Director of Sales Report	
b. House on Jonathan Street Premier	
c. Tourism Day in Annapolis	
d. MASN Ad Buy	
e. Visitor Welcome center Legislative Bond Initiative	
f. Community Foundation Scholarship Fund	
g. Employee Retention Tax Credit	
Adjournment	K. Clutz

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 24, 2024

9:00 AM

Zoom Meeting

MINUTES

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

ABSENT: Lettie Wilkes

INVITEE: Jonathan Horowitz

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

ROLL CALL

TOPIC: **Minutes of October 18, 2023, and October 25, 2023**

MOTION: To approve the minutes of the October 18, 2023, Special Meeting of the Membership, and October 25, 2023, Board of Directors meeting, as presented. (Copy on file). 1st Al Martin, 2nd Katie Clutz.

ACTION Approved

TOPIC: **Financial Report**

DISCUSSION: Treasurer, Al Martin, reviewed the Financial Statement for the period ending December 31, 2023, with the Board.

MOTION: To accept the Financial Statement for the period ending July 31, 2023, as presented. (Copy on file with the minutes). 1st Leslie Hart, 2nd Sila Bartel.

ACTION: Accepted

TOPIC: **New Members**

MOTION: To accept the list of new CVB members, as presented. 1st Leslie Hart, 2nd Sila Bartel

ACTION: Approved

STAFF REPORTS: Director of Operations/Membership, Jolene Thomas, reported that the CVB would be receiving \$70K next month from the Maryland OTD as part of their \$141K awarded grant; the Annual Membership Meeting has been scheduled for May 22, 2024, in the conference room at the new stadium; and the audit will begin a month earlier.

Director of Sales and Community Engagement, Tiffany Ahalt, gave an update on the Strategic Plan. Research components of the process continue with the Lodging Survey to be issued 1/24. The survey will capture 2023 data. Visitor and meeting planner surveys will also be launched in February. On track to release plan in May. The Jonathan Street Documentary is complete with two scheduled showings in DC (Feb. 8) and Hagerstown (Feb. 18). The documentary has been picked up by various public television stations including Howard University, WETA and various stations around the country.

Director of Marketing, Betsy DeVore, reported that the C&O Canal Marketing Partnership received \$250K EDA grant for advertising and branding, and that Montgomery County is holding the funds and distributing payments. The 2024 Visitor Guide Ad sales are in line with previous years, and several ads are being designed for members.

PRESIDENT'S REPORT Dan Spedden shared that the CVB, the Chamber and Greater Hagerstown Committee visited each Senator's and Delegate's office to talk about their initiatives and invite them to the Legislative Reception, which was a success. The Visitor Welcome Center did not make it into the Governor's budget, but it still can be added in by the House or Senate. Mr. Spedden also mentioned that Senate Bill 0014 is supported by MML, MDMO, and the City of Hagerstown. The bill allows municipalities to establish tourism enterprise zones and offer a package of incentives to investors.

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, 2024

	Jan 31, 24	Jan 31, 23	\$ Change	% Change
ASSETS				
Current Assets				
Checking/Savings				
104 • Cash BB&T - Operating	154,171.76	118,868.57	35,303.19	29.7%
105 • Cash BB&T - Payroll Reserve	915.31	1,113.19	-197.88	-17.8%
106 • Cash BB&T - PR	19,941.73	23,350.54	-3,408.81	-14.6%
107 • Cash BB&T - Operating Reserve	325,311.07	685,285.84	-339,974.77	-51.1%
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	1,000,339.87	808,618.14	191,721.73	23.7%
Other Current Assets				
113 • Due From Employees	550.00	18,500.00	-17,950.00	-97.0%
121 • Grants Receivable	0.00	227,795.00	-227,795.00	-100.0%
122 • Lodging Tax Receivable	120,286.25	167,214.12	-46,927.87	-28.1%
Total Other Current Assets	120,836.25	413,509.12	-292,672.87	-70.8%
Total Current Assets	1,121,176.12	1,222,127.26	-100,951.14	-8.3%
Fixed Assets				
153 • Office Equipment	62,612.38	62,612.38	0.00	0.0%
163 • Accum Depr- Office Equipment	-42,732.98	-32,792.78	-9,940.20	-30.3%
Total Fixed Assets	19,879.40	29,819.60	-9,940.20	-33.3%
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	1,277,120.52	1,388,011.86	-110,891.34	-8.0%
LIABILITIES & EQUITY				
Liabilities				
Current Liabilities				
Accounts Payable				
203 • Accounts Payable	10,517.08	14,724.30	-4,207.22	-28.6%
Total Accounts Payable	10,517.08	14,724.30	-4,207.22	-28.6%
Other Current Liabilities				
200 • Short-Term Lease Liability	26,695.00	26,695.00	0.00	0.0%
211 • 941 Taxes Payable	1,615.00	0.00	1,615.00	100.0%
213 • MD Withholding Payable	385.00	0.00	385.00	100.0%
215 • Federal Unemployment Payable	202.03	198.54	3.49	1.8%
216 • State Unemployment Payable	816.34	772.84	43.50	5.6%
218 • 401K Payable	500.00	0.00	500.00	100.0%
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	90,870.07	88,323.08	2,546.99	2.9%
Total Current Liabilities	101,387.15	103,047.38	-1,660.23	-1.6%
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	207,028.15	208,688.38	-1,660.23	-0.8%
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	-129,246.67	102,152.49	-231,399.16	-226.5%
Total Equity	1,070,092.37	1,179,323.48	-109,231.11	-9.3%
TOTAL LIABILITIES & EQUITY	1,277,120.52	1,388,011.86	-110,891.34	-8.0%

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

January 31, 2024

	January 2024 Year To Date	Jan-23 Prior YTD	Year to Year Variance	Current Year Budget	January 2024 YTD Variance To Budget
1) REVENUE:					
Lodging Tax Revenue	120,286.25	167,214.37	(46,928.12)	-	120,286.25
Grants	(23,687.50)	-	(23,687.50)	-	(23,687.50)
Washington County Grant	-	-	-	-	-
USA Cycling	-	-	-	-	-
Memberships	3,638.50	2,520.00	1,118.50	-	3,638.50
Member Activities	-	-	-	-	-
Visitor Guide	5,998.00	5,438.00	560.00	-	5,998.00
Publication Advertising	-	-	-	-	-
Advertising Co-ops	-	-	-	-	-
Vacation Value Pass	-	-	-	-	-
Gift Shop Sales	-	-	-	-	-
Sponsorships	-	-	-	-	-
Miscellaneous Revenue	-	-	-	-	-
Ticket Sale Commissions	-	-	-	-	-
Illuminations	-	-	-	-	-
Interest Income	501.68	1,258.84	(757.16)	-	501.68
Loss on disposal of assets	-	-	-	-	-
TOTAL REVENUE	106,736.93	176,431.21	(69,694.28)	-	106,736.93
Total Administrative Expense	65,530.22	61,254.11	4,276.11	-	65,530.22
Total Operating Expense	11,345.44	15,275.80	(3,930.36)	-	11,345.44
Promotional Programs:					
Advertising	99,353.44	(18,498.18)	117,851.62	-	99,353.44
Sales	1,843.05	2,502.05	(659.00)	-	1,843.05
Public Relations	20,614.21	1,241.75	19,372.46	-	20,614.21
Publications	699.30	-	699.30	-	699.30
Product Development	-	-	-	-	-
Member Relations	50.00	143.19	(93.19)	-	50.00
Other Promotional Programs	36,547.94	12,360.00	24,187.94	-	36,547.94
Total Promotional Programs	159,107.94	(2,251.19)	161,359.13	-	159,107.94
TOTAL EXPENSES	235,983.60	74,278.72	161,704.88	-	235,983.60
NET SURPLUS (DEFICIT)	(129,246.67)	102,152.49	(231,399.16)	-	(129,246.67)
Expenses grouped by functional category:					
Program Services	203,873.79	44,254.21	-	-	-
Management & General	32,109.81	30,014.51	-	-	-
	235,983.60	74,278.72	-	-	-
Program Service % age	86%	60%			

P:\Data - Non Profit\CVB\Regions for monthly F.S. prep\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	87,658.08	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		
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		
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	87,260.18	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	93,985.13	100,143.98	102,655.62	98,366.15	70,517.53	130,778.88	124,567.22	136,544.03		
ANNUAL TOT	\$ 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	\$ 194,869.81	\$ (16,258.10)
12 mths 2018	1,109,383.05	12 mths 2019	1,136,280.95	12 mths 2020	795,830.33	2 mths 2024	194,869.81				
12 mths 2017	1,026,548.03	12 mths 2018	1,109,383.05	12 mths 2019	1,138,280.95	2 mths 2023	211,127.91				
Increase \$\$	82,835.02	Increase \$\$	28,997.90	Increase \$\$	(342,450.62)	Increase \$\$	(16,258.10)				
Increase %	8.07%	Increase %	2.80%	Increase %	-30.08%	Increase %	-7.70%				
ANNUAL REVENUES BY YEAR:											
1998	\$ 428,525.61	2006	\$ 765,219.60								
1999	\$ 437,556.58	2007	\$ 815,256.26								
2000	\$ 479,162.53	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**Miller's Farmstead**

Elizabeth Miller
14506 National Pike
Clear Spring, MD 21722
301-842-0330
www.millersfarmstead.com

Dream Vacations

Nicole Myers
11748 Ashton Rd.
Clear Spring, MD 21722
240-301-9003
www.weinspiretravel.com

Alpine Plant Bar

Shelley McIntire
101 Summit Aven, #201
Hagerstown, MD 21740
www.alpineplantbar.com

Wilson Store

Penny Hose
14921 Rufus Wilson Rd.
Clear Spring, MD 21722
301-582-4718

Sweetsies Eats & Treats

Penny Hose
14911 National Pike
Clear Spring, MD 21722
301-582-1166
www.sweetsieseatandtreats.com