



## MEETING of the BOARD OF DIRECTORS

### AGENDA

Virtual Meeting via Zoom  
January 24, 2024

9:00 a.m.

Call to Order	K. Clutz
Roll Call	J. Thomas
Approval of Minutes	K. Clutz
a. October 18, 2023 – Special Membership Meeting	
b. October 25, 2023	
Financial Report	A. Martin
Annual Meeting	J. Thomas
2024 Audit	
New Members	
Update on Strategic Plan	T. Ahalt
Destination Training Program	
Jonathan Street – Status & Future Screenings	
C&O Canal Marketing Partnership	B. DeVore
2024 Visitor Guide	
President's Report	D. Spedden
a. WCCC Annapolis Reception	
b. Visitor Welcome Center	
c. Senate Bill 0014	
d. Tourism Day in Annapolis 2/09/24	
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**

**October 25, 2023**

**9:00 AM**

**Live at Hub City Vinyl**

**MINUTES**

**PRESENT:** Katie Clutz, Chair; Andrew Sargent, Past Chair; Al Martin, Treasurer; Brittany Arizmendi, Mary Anne Burke, Jessica Clark, Lester Curry, Sarah Hall, Leslie Hart, Jeremy Hulse, Racha Iskandarani, Teri Leiter, Lettie Wilkes

**ABSENT:** Emilie Amt, Sila Bartel, Brittany Wedd

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

**WELCOME:** Lloyd Thoburn of Hub City Vinyl/Live at Hub City Vinyl, welcomed the CVB's Board of Directors and shared their progress and upcoming events taking place at this new venue.

**ROLL CALL**

**TOPIC:** **Minutes of August 30, 2023**

**MOTION:** To approve the minutes of the August 30, 2023, Board of Directors meeting, as presented. (Copy on file). 1<sup>st</sup> Teri Leiter, 2<sup>nd</sup> Mary Anne Burke.

**ACTION** Approved

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

**DISCUSSION:** Lester Curry reviewed the Financial Statement for the period ending September 30, 2023, with the Board.

**MOTION:** To accept the Financial Statement for the period ending September 30, 2023, as presented. (Copy on file with the minutes). 1<sup>st</sup> Al Martin, 2<sup>nd</sup> Lettie Wilkes

**ACTION:** Accepted

**TOPIC:** **Budget for 2024**

**DISCUSSION:** Dan Spedden reviewed the proposed 2024 Budget with the Board of Directors and shared an Executive Summary listing any major adjustments for 2024. The 2024 Budget will be posted on the Board Resource page once the 2023 year-end numbers have been included. Mr. Spedden also shared a potential budget for a future Welcome Center.

**MOTION:** To approve the CVB Budget for 2024, as presented. 1<sup>st</sup> Al Martin, 2<sup>nd</sup> Teri Leiter

**ACTION:** Approved

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

**MOTION:** To accept the list of new CVB members, as presented. 1<sup>st</sup> Mary Anne Burke,  
2<sup>nd</sup> Leslie Hart

**ACTION:** Approved

**PRESIDENT'S REPORT** Dan Spedden reported that the Fall Social and Special Membership Meeting held the same night went very well. Also the recent BMX Gold Cup Championships at the Fairgrounds was successful.

**Adjournment**

Katie Clutz – Chair

Al Martin - Treasurer

Jolene Thomas – Recording Secretary

**VISIT HAGERSTOWN-WASHINGTON COUNTY  
CONVENTION & VISITORS BUREAU  
SPECIAL MEETING OF THE MEMBERSHIP**

**MINUTES**

Bulls & Bears Restaurant  
October 18, 2023

**MEMBERS**

Katie Clutz, Chair; Al Martin, Treasurer; Deanne Baker, William Baker, Dave Barnhart, Keith Baumbach, Marcie Baumbach, Eileen Berger, Sarah Black, David Blenckstone, Kim Bowen, Natalie Brockway, Mary Anne Burke, Kenneth Burton, Scott Cantner, Cathy Cantner, Ryan Chapin, Jill Colbert, Katie Coleman, Mia Collins, Les Curry, Russ Dlin, Vernell Doyle, Tim Doyle, Machel Dwyer, Shelle Fentress, Taylor Findley, Paul Frey, Laurie Frey, Jon Gonano, Michael Harp, Leslie Hart, Sarah Hartfiel-Carr, Doug Hoffman, Matthew Kane, Richard Keesecker, Nate Kraft, Cheryl Kurzawa, Teri Leiter, Connie Lenhart, Betsey Lillard, Ric Lillard, Katie Long, Brooks Long, Dirk Martin, Laura Martin, Natoscha McKinnon, Cort Meinelschmidt, Reuben Moss, Nancy Motherway, Christina Nemir, Laura Oates, Rich Owens, Becky Owens, Maggie Piazza, Hunt Prothro, Donna Rastelli, Dan Rudy, Andrew Sargent, Bob Savitt, Lou Scally, Vennie Scally, Heidi Schlag, Charles Schwalbe, Vivienne Smith, Al Smith, Beth Smith, Andy Stout, Sheree Thoburn, Lloyd Thoburn, Meghan Walling, Matthew Wedd, Brittany Wedd, Dan Wingerd

**CVB STAFF**

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

**WELCOME**

Katie Clutz, Chair of the Visit Hagerstown and Washington County CVB, welcomed everyone to the Special Meeting of the CVB Membership and Fall Social.

**BYLAWS**

Dan Spedden, President and CEO of the Visit Hagerstown and Washington County CVB, shared with the attendees that the proposed Bylaw changes were mailed to each organization with some minor housekeeping items and a couple major adjustments. The first was moving the Annual Membership Meeting from December to May; and the second was the inclusion of the CVB's investment in Leadership Washington County.

**MOTION:** To, approve the Bylaws with proposed amendments, as presented (Copy on file with the minutes). 1<sup>st</sup> Mary Anne Burke, 2<sup>nd</sup> Brittany Wedd.

**APPROVED**

**ADJOURNMENT**

Katie Clutz, Chair  
Dan Spedden, President  
Al Martin, Treasurer  
Jolene Thomas, Recording Secretary

**Washington County, Maryland Convention & Visitors Bureau**  
**Statement of Financial Position**  
As of December 31, 2023

	Dec 31, 23	Dec 31, 22	\$ Change	% Change
<b>ASSETS</b>				
<b>Current Assets</b>				
<b>Checking/Savings</b>				
104 · Cash BB&T - Operating	437,850.40	83,806.52	354,043.88	422.5%
105 · Cash BB&T - Payroll Reserve	930.30	1,128.18	-197.88	-17.5%
106 · Cash BB&T - PR	-291.61	24,459.12	-24,750.73	-101.2%
107 · Cash BB&T - Operating Reserve	224,330.40	664,048.21	-439,717.81	-66.2%
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%
<b>Total Checking/Savings</b>	<b>1,162,819.49</b>	<b>773,442.03</b>	<b>389,377.46</b>	<b>50.3%</b>
<b>Other Current Assets</b>				
113 · Due From Employees	1,000.00	0.00	1,000.00	100.0%
115 · Prepaid Expenses	0.00	5,500.00	-5,500.00	-100.0%
121 · Grants Receivable	0.00	227,795.00	-227,795.00	-100.0%
122 · Lodging Tax Reclaimable	74,583.56	168,480.79	-93,897.23	-55.7%
<b>Total Other Current Assets</b>	<b>75,583.56</b>	<b>401,775.79</b>	<b>-326,192.23</b>	<b>-81.2%</b>
<b>Total Current Assets</b>	<b>1,238,403.05</b>	<b>1,175,217.82</b>	<b>63,185.23</b>	<b>5.4%</b>
<b>Fixed Assets</b>				
153 · Office Equipment	62,612.38	62,612.38	0.00	0.0%
163 · Accum Depr- Office Equipment	-41,904.63	-31,964.43	-9,940.20	-31.1%
<b>Total Fixed Assets</b>	<b>20,707.75</b>	<b>30,647.95</b>	<b>-9,940.20</b>	<b>-32.4%</b>
<b>Other Assets</b>				
165 · Right of Use Asset	136,065.00	136,065.00	0.00	0.0%
<b>Total Other Assets</b>	<b>136,065.00</b>	<b>136,065.00</b>	<b>0.00</b>	<b>0.0%</b>
<b>TOTAL ASSETS</b>	<b>1,395,175.80</b>	<b>1,341,930.77</b>	<b>53,245.03</b>	<b>4.0%</b>
<b>LIABILITIES &amp; EQUITY</b>				
<b>Liabilities</b>				
<b>Current Liabilities</b>				
<b>Accounts Payable</b>				
203 · Accounts Payable	3,550.00	69,819.22	-66,269.22	-94.9%
<b>Total Accounts Payable</b>	<b>3,550.00</b>	<b>69,819.22</b>	<b>-66,269.22</b>	<b>-94.9%</b>
<b>Other Current Liabilities</b>				
200 · Short-Term Lease Liability	26,695.00	26,695.00	0.00	0.0%
215 · Federal Unemployment Payable	252.00	252.00	0.00	0.0%
216 · State Unemployment Payable	47.04	45.86	1.18	2.6%
220 · Deferred Revenue	0.00	1,650.00	-1,650.00	-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%
<b>Total Other Current Liabilities</b>	<b>87,650.74</b>	<b>89,299.56</b>	<b>-1,648.82</b>	<b>-1.9%</b>
<b>Total Current Liabilities</b>	<b>91,200.74</b>	<b>159,118.78</b>	<b>-67,918.04</b>	<b>-42.7%</b>
<b>Long Term Liabilities</b>				
201 · Long-Term Lease Liability	105,641.00	105,641.00	0.00	0.0%
<b>Total Long Term Liabilities</b>	<b>105,641.00</b>	<b>105,641.00</b>	<b>0.00</b>	<b>0.0%</b>
<b>Total Liabilities</b>	<b>196,841.74</b>	<b>264,759.78</b>	<b>-67,918.04</b>	<b>-25.7%</b>
<b>Equity</b>				
290 · Fund Balance	1,077,170.99	796,642.29	280,528.70	35.2%
Net Income	121,163.07	280,528.70	-159,365.63	-56.8%
<b>Total Equity</b>	<b>1,198,334.06</b>	<b>1,077,170.99</b>	<b>121,163.07</b>	<b>11.3%</b>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>1,395,175.80</b>	<b>1,341,930.77</b>	<b>53,245.03</b>	<b>4.0%</b>

Washington County, Maryland Convention & Visitors Bureau, Inc.  
 Accountants Report/Discussion Points - Executive Board  
 December 31, 2023

	December 2023 Year To Date	Dec-22 Prior YTD	Year to Year Variance	Current Year Budget	December 2023 YTD Variance To Budget
1) REVENUE:					
Lodging Tax Revenue	1,489,076.88	1,308,163.28	180,913.60	1,181,000.00	308,076.88
Grants	431,517.00	754,152.00	(322,635.00)	502,878.00	(71,361.00)
Washington County Grant	-	-	-	-	-
USA Cycling	-	-	-	-	-
Memberships	57,860.81	47,928.32	9,932.49	48,400.00	9,460.81
Member Activities	-	-	-	-	-
Visitor Guide	23,219.50	41,476.60	(18,257.10)	14,500.00	8,719.50
Publication Advertising	-	-	-	-	-
Advertising Co-ops	-	-	-	-	-
Vacation Value Pass	-	-	-	-	-
Gift Shop Sales	-	-	-	-	-
Sponsorships	-	-	-	-	-
Miscellaneous Revenue	-	-	-	-	-
Ticket Sale Commissions	-	-	-	-	-
Illuminations	-	-	-	-	-
Interest Income	10,536.91	2,490.89	8,046.02	82.00	10,454.91
Loss on disposal of assets	-	-	-	-	-
<b>TOTAL REVENUE</b>	<b>2,012,211.10</b>	<b>2,154,211.09</b>	<b>(141,999.99)</b>	<b>1,746,860.00</b>	<b>265,351.10</b>
Total Administrative Expense	559,378.93	529,170.07	30,208.86	531,789.00	27,589.93
Total Operating Expense	160,225.15	140,671.30	19,553.85	135,069.00	25,156.15
Promotional Programs:					
Advertising	742,527.76	823,811.67	(81,283.91)	633,500.00	109,027.76
Sales	67,180.68	42,653.69	24,526.99	28,685.00	38,495.68
Public Relations	87,331.40	53,575.68	33,755.72	49,351.00	37,980.40
Publications	84,450.04	86,723.86	(2,273.82)	91,800.00	(7,349.96)
Product Development	-	-	-	30,000.00	(30,000.00)
Member Relations	11,597.87	6,943.20	4,654.67	6,000.00	5,597.87
Other Promotional Programs	178,356.20	190,132.92	(11,776.72)	150,480.00	27,876.20
Total Promotional Programs	1,171,443.95	1,203,841.02	(32,397.07)	989,816.00	181,627.95
<b>TOTAL EXPENSES</b>	<b>1,891,048.03</b>	<b>1,873,682.39</b>	<b>17,365.64</b>	<b>1,556,674.00</b>	<b>234,374.03</b>
<b>NET SURPLUS (DEFICIT)</b>	<b>121,163.07</b>	<b>280,528.70</b>	<b>(159,365.63)</b>	<b>90,186.00</b>	<b>30,977.07</b>
Expenses grouped by functional category:					
Program Services	1,616,952.35	1,614,389.06	-	-	-
Management & General	274,095.68	259,293.33	-	-	-
	1,891,048.03	1,873,682.39	-	-	-
Program Service % age	86%	86%			

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			
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	127,286.55	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 TO	\$ 1,021,403.89	\$ 1,031,564.95	\$ 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	\$ 74,583.56	\$ 30,669.77	
12 mths 2018		1,109,383.05	12 mths 2019		1,138,280.95	12 mths 2020		795,830.33		1 mth 2024		74,583.56
12 mths 2017		1,026,548.03	12 mths 2018		1,109,383.05	12 mths 2019		1,138,280.95		1 mth 2023		43,913.79
Increase \$\$		82,835.02	Increase \$\$		28,897.90	Increase \$\$		(342,450.62)		Increase \$\$		30,669.77
Increase %		8.07%	Increase %		2.60%	Increase %		-30.08%		Increase %		69.84%
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	\$ 925,988.36									

**NEW MEMBERS****Tacolicious**

Joel Interiano  
67 Eastern Blvd., N  
Hagerstown, MD 21740  
240-203-9426  
[www.sterlingdistinctivelimousine.com](http://www.sterlingdistinctivelimousine.com)

**re.find by Goodwill**

Nick Kline  
22407 Jefferson Blvd.  
Smithsburg, MD 21783  
301-733-7330  
[www.horizongoodwill.org](http://www.horizongoodwill.org)

**The Miller Group of Keller Williams Premier Realty**

Susie Miller  
11000 Bower Avenue, Suite 12  
Hagerstown, MD 21740  
240-347-3221

**Live at Hub City Vinyl**

Lloyd Thoburn  
28 E. Baltimore St.  
Hagerstown, MD 21740  
240-983-8085  
[www.liveathubcityvinyl.com](http://www.liveathubcityvinyl.com)

**Gardenbelle Shop**

Joe Gardenbelle  
10 Public Square  
Hagerstown, MD 21740  
443-220-4877  
[www.gardenbelleshop.com](http://www.gardenbelleshop.com)

**Peyton Olivia Studios**

Peyton Weikert  
11926 Wesley Drive  
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240-566-2151  
[www.peytonolivia.com](http://www.peytonolivia.com)