



Convention and Visitors Bureau

MEETING of the BOARD OF DIRECTORS

AGENDA

January 29, 2025
Baile Cask & Kettle

9:00 a.m.

Call to Order	K. Clutz
Roll Call	J. Thomas
Approval of Minutes a. October 23, 2024	K. Clutz
Financial Report	L. Curry
Executive Committee: 1. Board of Directors a. Term Ending	D. Spedden
New Members	D. Spedden
President's Report 1. Legislative Update a. Heritage Area Bill b. Visitor Welcome Center 2. Washington County Day in Annapolis 3. Tourism Day in Annapolis 4. OTD Partner Grant 5. Meritus Park Christmas Lights Display	D. Spedden
Adjournment	K. Clutz

UPCOMING DATES:

February 19 – Board of Directors Virtual BOD Meeting
March 19 – Executive Committee Meeting

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 23, 2024

9:00 AM

Holiday Inn & Suites

MINUTES

PRESENT: Katie Clutz, Chair; Andrew Sargent, Past Chair; Al Martin, Treasurer; Emilie Amt, Brittany Arizmendi, Sila Bartel, David Blenckstone, Jessica Clark, Lester Curry, John Gonano, Sarah Hall, Jeremy Hulse, Jonathan Horowitz, Racha Iskandarani, Teri Leiter

ABSENT: Julie Rohm, Brittany Wedd, and Lettie Wilkes

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

ROLL CALL

TOPIC: **Minutes of September 4, 2024**

MOTION: To approve the minutes of September 4, 2024, Board of Directors meeting, as presented (Copies on file). 1st Teri Leiter, 2nd Jonathan Horowitz

ACTION: Approved

TOPIC: **Financial Report**

DISCUSSION: Les Curry reviewed the Financial Statement for the period ending September 30, 2024, with the Board.

MOTION: To accept the Financial Statement for the period ending September 30, 2024, as presented (Copy on file with the minutes). 1st Sarah Hall, 2nd Andrew Sargent

ACTION: Accepted

TOPIC: **New Member**

MOTION: To accept the list of a new CVB member, as presented. 1st Al Martin, 2nd Emilie Amt

ACTION: Approved

TOPIC: **Budget for 2025**

DISCUSSION: Dan Spedden reviewed the proposed 2025 Budget with the Board of Directors and shared an Executive Summary listing any major adjustments for 2025. The 2025 Budget will be posted on the Board Resource page once the 2024 year-end numbers have been added.

MOTION: To approve the CVB Budget for 2025, as presented. 1st Al Martin, 2nd Jeremy Hulse

ACTION: Approved

TOPIC: **Board of Directors and Advisory Committee**
DISCUSSION: Executive Committee recommended to the Board of Directors that Brittany Arizmendi be appointed to serve as a member of the Executive Committee to fill a vacant position; and that Sarah Black of IFG Consulting LLC be invited to serve as a member of the Advisory Committee.
MOTION: To appoint Brittany Arizmendi to serve as a member of the Executive Committee; and that Sarah Black of IFG Consulting LLC be invited to serve as a member of the Advisory Committee. 1st Jeremy Hulse, 2nd Sila Bartel
ACTION: Accepted

TOPIC: **Bank Signature Card Authorization**
DISCUSSION: Dan Spedden reported that the signature card with Truist Bank needs to be updated to reflect changes in the Executive Committee. This includes removing outgoing members and adding newly appointed ones.

Below is the list of Executive Committee members who will be added to or are already included on the signature card:

- Mary Katherine Clutz (MK Clutz signature)
- Alfred Martin
- Sarah J. Hall
- Jeremy Hulse
- Brittany Arizmendi
- Lester Curry

MOTION: To authorize the Hagerstown-Washington County, Maryland, Convention & Visitors' Bureau's bank signature card at Truist Bank to be updated and include all the following: Mary Katherine Clutz (MK Clutz signature), Alfred Martin, Sarah J. Hall, Jeremy Hulse, Brittany Arizmendi, and Lester Curry. 1st Sila Bartel, 2nd Teri Leiter

ACTION: Approved

TOPIC: **America's 250th George Washington Statue Project**
DISCUSSION: Al Martin presented a proposal to the CVB Board from a committee on which he serves. The committee is requesting \$50,000 in CVB funding to support the creation of a George Washington statue, to be placed outside the Washington County Government office in celebration of the 250th anniversary. Extensive discussion followed, focusing on whether this project aligns with the CVB's goals and if it would effectively attract visitors to the area.

MOTION: To accept the request to provide \$50,000 from the CVB funds to create a statue of George Washington. 1st Andrew Sargent, 2nd Teri Leiter

ACTION: Rejected 9 to 3

Adjournment:

Katie Clutz – Chair
Al Martin - Treasurer
Jolene Thomas – Recording Secretary

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

	Dec 31, 24	Dec 31, 23	\$ Change	% Change
ASSETS				
Current Assets				
Checking/Savings				
104 · Cash BB&T - Operating	122,984.68	438,855.38	-315,870.70	-72.0%
105 · Cash BB&T - Payroll Reserve	879.42	930.30	-50.88	-5.5%
106 · Cash BB&T - PR	7,876.65	-291.61	8,168.26	2,801.1%
107 · Cash BB&T - Operating Reserve	259,642.80	224,330.40	35,312.40	15.7%
111 · CD - F&M Trust	269,322.73	250,000.00	19,322.73	7.7%
112 · CD - CNB Bank	254,020.85	250,000.00	4,020.85	1.6%
Total Checking/Savings	914,727.13	1,163,824.47	-249,097.34	-21.4%
Other Current Assets				
113 · Due From Employees	0.00	1,000.00	-1,000.00	-100.0%
115 · Prepaid Expenses	0.00	5,500.00	-5,500.00	-100.0%
121 · Grants Receivable	143,610.00	143,610.00	0.00	0.0%
122 · Lodging Tax Receivable	119,458.39	74,583.56	44,874.83	60.2%
123 · Other Receivable	0.00	9,236.00	-9,236.00	-100.0%
Total Other Current Assets	263,068.39	293,929.56	-29,861.17	-12.5%
Total Current Assets	1,177,795.52	1,397,754.03	-219,958.51	-15.7%
Fixed Assets				
153 · Office Equipment	62,023.38	62,023.38	0.00	0.0%
163 · Accum Depr- Office Equipment	-51,844.91	-41,315.63	-10,529.28	-25.5%
Total Fixed Assets	10,178.47	20,707.75	-10,529.28	-50.9%
Other Assets				
165 · Right of Use Asset	122,399.00	122,399.00	0.00	0.0%
Total Other Assets	122,399.00	122,399.00	0.00	0.0%
TOTAL ASSETS	1,310,372.99	1,540,860.78	-230,487.79	-15.0%
LIABILITIES & EQUITY				
Liabilities				
Current Liabilities				
Accounts Payable				
203 · Accounts Payable	13,033.53	96,519.00	-83,485.47	-86.5%
Total Accounts Payable	13,033.53	96,519.00	-83,485.47	-86.5%
Other Current Liabilities				
200 · Short-Term Lease Liability	30,946.00	30,946.00	0.00	0.0%
215 · Federal Unemployment Payable	252.00	252.00	0.00	0.0%
216 · State Unemployment Payable	9.60	47.04	-37.44	-79.6%
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%
228 · Custodial Liability	0.00	12,500.00	-12,500.00	-100.0%
SEK222 · Deferred Rev.-Visitor's Gd. Adv	0.00	21,831.00	-21,831.00	-100.0%
Total Other Current Liabilities	71,623.96	102,320.74	-30,696.78	-30.0%
Total Current Liabilities	84,657.49	198,839.74	-114,182.25	-57.4%
Long Term Liabilities				
201 · Long-Term Lease Liability	90,414.00	90,414.00	0.00	0.0%
Total Long Term Liabilities	90,414.00	90,414.00	0.00	0.0%
Total Liabilities	175,071.49	289,253.74	-114,182.25	-39.5%

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

December 31, 2024

	December 2024	December 2023	Year to Year	Current	December 2024
	Year	Prior	Variance	Year	YTD Variance
	To Date	YTD		Budget	To Budget
1) REVENUE:					
Lodging Tax Revenue	1,471,527.01	1,489,076.88	(17,549.87)	1,585,560.00	(114,032.99)
Grants	400,274.00	562,627.00	(162,353.00)	191,939.00	208,335.00
Washington County Grant	-	-	-	-	-
USA Cycling	-	-	-	-	-
Memberships	70,568.05	55,453.81	15,114.24	52,250.00	18,318.05
Member Activities	-	-	-	1,800.00	(1,800.00)
Visitor Guide	56,888.00	3,795.50	53,092.50	52,000.00	4,888.00
Publication Advertising	-	-	-	-	-
Advertising Co-ops	-	-	-	-	-
Vacation Value Pass	-	-	-	-	-
Gift Shop Sales	-	-	-	-	-
Sponsorships	-	-	-	-	-
Miscellaneous Revenue	-	-	-	-	-
Ticket Sale Commissions	-	-	-	-	-
Illuminations	-	-	-	-	-
Interest Income	21,815.35	19,772.91	2,042.44	6,000.00	15,815.35
Loss on disposal of assets	-	-	-	-	-
TOTAL REVENUE	2,021,072.41	2,130,726.10	(109,653.69)	1,889,549.00	131,523.41
Total Administrative Expense	613,740.56	534,362.95	79,377.61	599,965.00	13,775.56
Total Operating Expense	154,510.93	162,843.15	(8,332.22)	150,130.00	4,380.93
Promotional Programs:					
Advertising	531,211.28	810,184.76	(278,973.48)	422,300.00	108,911.28
Sales	86,143.10	75,947.68	10,195.42	71,484.00	14,659.10
Public Relations	90,504.70	93,000.40	(2,495.70)	23,525.00	66,979.70
Publications	79,466.81	84,899.04	(5,432.23)	93,375.00	(13,908.19)
Product Development	-	-	-	-	-
Member Relations	24,519.55	11,647.87	12,871.68	9,200.00	15,319.55
Other Promotional Programs	557,281.02	183,404.20	373,876.82	396,270.00	161,011.02
Total Promotional Programs	1,369,126.46	1,259,083.95	110,042.51	1,016,154.00	352,972.46
TOTAL EXPENSES	2,137,377.95	1,956,290.05	181,087.90	1,766,249.00	371,128.95
NET SURPLUS (DEFICIT)	(116,305.54)	174,436.05	(290,741.59)	123,300.00	(239,605.54)
Expenses grouped by functional category:					
Program Services	1,836,645.08	1,694,452.20	-	-	-
Management & General	300,732.87	261,837.85	-	-	-
	2,137,377.95	1,956,290.05	-	-	-
Program Service % age	86%	87%	-	-	-

- 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	74,835.54	167,214.12	120,286.25		
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	124,493.54	124,391.60	159,829.55		
July	108,095.75	103,935.74	127,286.55	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 TOT	\$ 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	\$ 1,19,458.39	\$ 44,874.83
12 mths 2018		1,109,383.05	12 mths 2019	1,138,280.95	12 mths 2020	795,830.33		1 mnth 2025			119,458.39
12 mths 2017		1,026,548.03	12 mths 2018	1,109,383.05	12 mths 2019	1,138,280.95		1 mnth 2024			74,583.56
Increase \$\$		82,835.02	Increase \$\$	28,897.90	Decrease \$\$	(342,450.62)		Increase \$\$			44,874.83
Increase %		8.07%	Increase %	2.60%	Decrease %	-30.08%		Increase %			60.17%
ANNUAL REVENUES BY YEAR:											
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	\$ 994,571.58							
2006	\$ 765,219.60		2015	\$ 1,021,403.69							

NEW MEMBERS		
Sweet Notes Bakery Devin Taylor 34 N. Conococheague St. Williamsport, MD 21795 240-217-3222 www.sweetnotesbakerymd.com	Caprikorn Farms Alice Orzechowski 20312 Townsend Rd. Gapland, MD 21779 301-639-9925 www.caprikornfarms.com	Free Range Café & Coffee Co. Craig Campbell 520 Norther Avenue Hagerstown, MD 21742 240-513-6070 www.freerangecafe.com
River Spirit Media LLC Kevin Young 22 W. Salisbury Street Williamsport, MD 21795 301-573-9942 www.riverspiritmedia.com	Ruth's Market Elizabeth Creek 28 N Conococheague St. Williamsport, MD 21795 240-985-8960	
Baile Cask & Kettle Christopher Keene 53 W. Washington St. Hagerstown, MD 21740 301-358-3800 www.bagelsandbrews.net	Hagerstown Field House Travis Velichko 290 E. Memorial Blvd. Hagerstown, MD 21740 904-507-1225 www.hagerstownfieldhouse.com	
Baile Bagels Christopher Keene 53 W. Washington St. Hagerstown, MD 21740 301-358-3800 www.bagelsandbrews.net	Stratosphere Social - Hagerstown Hillary Pennington 10313 Arnett Dr., Ste 102 Hagerstown, MD 21740	
Zion Reformed United Church of Christ Scott Winnette 201 N. Potomac St. Hagerstown, MD 21740 301-739-7244 www.zionreformed.church	Next Chapter Café and Book Shop Melissa Noel 141 W. Washington Street Hagerstown, MD 21740	
Tru by Hilton Racha Iskandarani 220 Railway Ln Hagerstown, MD 21740	Willow Oaks Craft Cider & Wine Lori Rice 6219 Harley Rd. Middletown, MD 21769 301-371-4814 www.willowoakscraftcider.com	
Yingling's Golf Center Logan Kerns/Meredith Snyder 20220 Jefferson Blvd. Hagerstown, MD 21742 301-790-2494 www.yinglingsgolfcenter.com	Everyday Earthe Jocelyn Borg 206 S. Main St. Boonsboro, MD 21713 240-409-5486 www.everydayearthe.com	
Old Orchard Liquors Mandeep Singh 17617 Virginia Ave. Hagerstown, MD 21740 301-739-0757 www.oldorchardliquors.com	River Bottom Roaster Craig Campbell 10212 Governor Lane, Blvd, Suite 1008 Williamsport, MD 21795 240-850-3121 www.riverbottomroasters.com	