



MEETING of the BOARD OF DIRECTORS

AGENDA

ZOOM
March 22, 2023
9:00 a.m.

Call to Order	K. Clutz
Roll Call	J. Thomas
Approval of Minutes	K. Clutz
Financial Report	L. Curry
New Members	D. Spedden
Executive Committee	D. Spedden
President's Report	D. Spedden
a. Stadium	
b. Visitor Welcome Center	
c. Commerce Budget	
d. Visitor Guide	
e. MD Motorcoach Association	
f. High School Hospitality Program	
g. Cabin on Jonathan Street	
Adjournment	K. Clutz

Upcoming Events:

April 26 – Executive Committee

May 7-13 – National Travel & Tourism Week

May 17, 2023 – CVB Board of Directors – Audit Report

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**

February 22, 2023

9:00 AM

Bistro 11

MINUTES

- PRESENT:** Katie Clutz, Chair; Andrew Sargent, Past Chair; Brittany Arizmendi, Mary Anne Burke, Lester Curry, Sarah Hall, Jeremy Hulse, Racha Iskandarani, Teri Leiter, Julie Rohm, Lettie Wilkes
- ABSENT:** Emilie Amt, Sila Bartel, Leslie Hart, Al Martin, Amanda Rankin, Brittany Wedd
- STAFF:** Dan Spedden, Jolene Thomas, Terri Mulligan
- PRESENTATION:** Dan Spedden presented Past Chair, Andrew Sargent, with a special plaque to express the Board's appreciation for his service as Board Chair.
- ROLL CALL** Chair Katie Clutz called the meeting to order and welcomed everyone in attendance. She noted that we have some new members and invited everyone to introduce themselves.
- TOPIC:** **Minutes of October 26, 2022; and December 7, 2022**
- MOTION:** To approve the minutes of the October 26, 2022, Board of Directors meeting and December 7, 2022, Annual Membership Meeting, as presented. (Copies on file). 1st Teri Leiter, 2nd Mary Anne Burke.
- ACTION** Approved
- TOPIC:** **Financial Report - December 31, 2022**
- DISCUSSION:** Lester Curry reviewed the Financial Statement for the period ending December 31, 2022, with the Board.
- MOTION:** To accept the Financial Statement for the period ending December 31, 2022, as presented. (Copy on file with the minutes). 1st Andrew Sargent, 2nd Teri Leiter.
- ACTION:** Approved
- TOPIC:** **New Members**
- MOTION:** To accept the list of new CVB members, as presented. 1st Teri Leiter, 2nd Lettie Wilkes
- ACTION:** Approved

Adjournment

Katie Clutz – Chair
Jolene Thomas – Recording Secretary

Washington County, Maryland Convention & Visitors Bureau
Statement of Financial Position
As of February 28, 2023

	Feb 28, 23	Feb 28, 22	\$ Change	% Change
ASSETS				
Current Assets				
Checking/Savings				
104 · Cash BB&T - Operating	155,689.30	159,908.52	-4,219.22	-2.6%
105 · Cash BB&T - Payroll Reserve	1,092.20	1,296.08	-203.88	-15.7%
106 · Cash BB&T - PR	22,727.28	10,113.91	12,613.37	124.7%
107 · Cash BB&T - Operating Reserve	666,454.25	736,780.01	-70,325.76	-9.6%
Total Checking/Savings	845,963.03	908,098.52	-62,135.49	-6.8%
Other Current Assets				
113 · Due From Employees	18,200.00	0.00	18,200.00	100.0%
122 · Lodging Tax Receivable	67,638.70	71,852.66	-4,213.96	-5.9%
Total Other Current Assets	85,838.70	71,852.66	13,986.04	19.5%
Total Current Assets	931,801.73	979,951.18	-48,149.45	-4.9%
Fixed Assets				
153 · Office Equipment	90,160.38	90,160.38	0.00	0.0%
163 · Accum Depr- Office Equipment	-61,169.13	-50,291.81	-10,877.32	-21.6%
167 · Accum Depr-Leasehold Impr	0.00	322.79	322.79	100.0%
Total Fixed Assets	28,991.25	39,545.78	-10,554.53	-26.7%
TOTAL ASSETS	960,792.98	1,019,496.96	-58,703.98	-5.8%
LIABILITIES & EQUITY				
Liabilities				
Current Liabilities				
Accounts Payable				
203 · Accounts Payable	28,723.07	12,483.59	16,239.48	130.1%
Total Accounts Payable	28,723.07	12,483.59	16,239.48	130.1%
Other Current Liabilities				
215 · Federal Unemployment Payable	217.66	217.46	0.20	0.1%
216 · State Unemployment Payable	909.17	965.91	-56.74	-5.9%
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%
Total Other Current Liabilities	44,626.53	214,683.07	-170,056.54	-79.2%
Total Current Liabilities	73,349.60	227,166.66	-153,817.06	-67.7%
Total Liabilities	73,349.60	227,166.66	-153,817.06	-67.7%
Equity				
290 · Fund Balance	759,208.99	727,368.29	31,840.70	4.4%
Net Income	128,234.39	64,962.01	63,272.38	97.4%
Total Equity	887,443.38	792,330.30	95,113.08	12.0%
TOTAL LIABILITIES & EQUITY	960,792.98	1,019,496.96	-58,703.98	-5.8%

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

February 28, 2023

	February 2023 Year To Date	February 2022 Prior YTD	Year to Year Variance	Current Year Budget	February 2023 YTD Variance To Budget
1) REVENUE:					
Lodging Tax Revenue	359,420.07	146,688.20	212,731.87	164,000.00	195,420.07
Grants	-	59,274.00	(59,274.00)	-	-
Washington County Grant	-	-	-	-	-
USA Cycling	-	-	-	-	-
Memberships	2,990.00	2,451.00	539.00	2,200.00	790.00
Member Activities	-	-	-	-	-
Visitor Guide	3,788.00	35,005.50	(31,217.50)	-	3,788.00
Publication Advertising	-	-	-	-	-
Advertising Co-ops	-	-	-	-	-
Vacation Value Pass	-	-	-	-	-
Gift Shop Sales	-	-	-	-	-
Sponsorships	-	-	-	-	-
Miscellaneous Revenue	-	-	-	-	-
Ticket Sale Commissions	-	-	-	-	-
Illuminations	-	-	-	-	-
Interest Income	2,448.26	11.69	2,436.57	12.00	2,436.26
Loss on disposal of assets	-	-	-	-	-
TOTAL REVENUE	368,646.33	253,430.39	115,215.94	166,212.00	202,434.33
Total Administrative Expense	98,954.38	87,428.14	11,526.24	95,287.00	3,667.38
Total Operating Expense	19,312.70	19,220.59	92.11	19,366.00	(53.30)
Promotional Programs:					
Advertising	42,251.51	50,928.92	(8,677.41)	152,000.00	(109,748.49)
Sales	7,374.43	5,658.22	1,716.21	6,295.00	1,079.43
Public Relations	33,202.83	6,193.97	27,008.86	26,100.00	7,102.83
Publications	11,047.15	3,213.13	7,834.02	6,200.00	4,847.15
Product Development	-	-	-	-	-
Member Relations	838.19	100.00	738.19	100.00	738.19
Other Promotional Programs	27,430.75	15,725.41	11,705.34	20,635.00	6,795.75
Total Promotional Programs	122,144.86	81,819.65	40,325.21	211,330.00	(89,185.14)
TOTAL EXPENSES	240,411.94	188,468.38	51,943.56	325,983.00	(85,571.06)
NET SURPLUS (DEFICIT)	128,234.39	64,962.01	63,272.38	(159,771.00)	288,005.39
Expenses grouped by functional category:					
Program Services	191,924.29	145,628.59	- This Assumes that 51% of Administrative Expense is allocated to Program Services.		
Management & General	48,487.65	42,839.79			
	240,411.94	188,468.38			
Program Service % age	80%	77%			

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	167,214.12	92,378.58
March	54,049.77	56,247.52	56,433.17	62,015.27	63,139.50	65,839.16	69,471.98	45,066.37	71,952.66	67,638.70	(4,213.96)
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	91,379.86	41,174.27	86,688.10	108,985.05		
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	89,690.55	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	\$ 1,171,251.97	\$ 1,370,248.42	\$ 278,766.61	\$ 26,079.69
12 mths 2018		1,109,383.05	12 mths 2019	1,138,280.95	12 mths 2020	795,830.33		3 mths 2023		278,766.61	
12 mths 2017		1,026,548.03	12 mths 2018	1,109,383.05	12 mths 2019	1,138,280.95		3 mths 2022		252,686.92	
Increase \$\$	82,835.02	Increase \$\$	28,897.90	Increase \$\$	(342,450.62)		Increase \$\$			26,079.69	
Increase %	8.07%	Increase %	2.80%	Increase %	-30.08%		Increase %			10.32%	
ANNUAL REVENUES BY YEAR:											
1998	\$ 428,525.61	2006	\$ 765,219.60								
1999	\$ 437,556.58	2007	\$ 815,256.26								
2000	\$ 478,162.63	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

Interstate Festival Group

Rob Immer
638 Picadilly Drive
Hagerstown, MD 21740
301-991-2373
www.interstatefestivalgroup.com

The Golden Heron

Ben Tinsely
23 South Conococheague St.
Williamsport, MD 21795
301-857-1618
FB

Kesra's Art

Kesra Hoffman
301-471-7124
4803 Mount Briar Rd.
Keedysville, MD 21756
www.kesrahoffman.com

On The Town Limousines, Inc.

Len Joseph
5112 Pegasus Court, Suite V
Frederick, MD 21740
301-695-5466
www.onthetownlimousines.com

Stone House Urban Winery

Laurie Chrzanowski
12810 Shank Farm Way
Hagerstown, MD 21740
240-513-4565
www.stonehouseuw.com
