



MEETING of the BOARD OF DIRECTORS

AGENDA

National Road Heritage Museum
August 28, 2019
9:00 a.m.

Call to Order	A. Sargent
Roll Call	J. Thomas
Approval of Minutes	A. Sargent
Financial Report	A. Martin
Executive Committee	D. Spedden
a. Board Appointee	
New Business	D. Spedden
a. Conococheague Aqueduct and HQ2	
b. Community Coalition 2020 Kickoff	
c. Stadium Phase II	
d. Alcohol Production Facilities	
Q&A with Staff	Staff
Adjournment	D. Spedden

Upcoming CVB Events:

September 19 – Media Event at the Newcomer House to announce the new Visitor Experience Plan and the initial exhibit updates

December 4 – Annual Membership Meeting & Breakfast at Maryland Theatre

Next Board Meeting:

October 23, 2019

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**

May 22, 2019

9:00AM

Hampton Inn

MINUTES

- PRESENT:** Andrew Sargen, Chair; Al Martin, Treasurer; Tiffany Ahalt, Sila Alegret-Bartel, Stephanie Basalik, Mary Anne Burke, Katie Clutz, Les Curry, Leslie Hart, Angie Hummer, Mary Ironside, Racha Iskandarani, Rebecca Massie Lane, Travis Painter, Amanda Rankin, Julie Rohm
- ABSENT:** Teri Leiter, Jeannie Ridenour
- STAFF:** Dan Spedden, Betsy DeVore, Jolene Thomas, Audrey Vargason
- TOPIC:** **2018 Audit Report**
- DISCUSSION:** Terri Kreit of SEK presented the Audited Financial Report for the period ending December 31, 2018. A clean opinion was given and no management letter issued, and internal controls are in order.
- MOTION:** To accept the Audited Financial Statement for the period ending December 31, 2018, as presented by SEK. 1st Angie Hummer, 2nd Travis Painter
- ACTION:** Accepted
- TOPIC:** **Financial Report**
- DISCUSSION:** Les Curry reviewed the April 30, 2019, Financial Statement with the Board. Good cashflow, expenses consistent with previous year, \$14K net surplus for April. 1st Angie Hummer, 2nd Travis Painter
- MOTION:** To accept the April 30, 2019, Financial Report, as presented.
- ACTION:** Approved
- TOPIC:** **Minutes of March 27, 2019**
- MOTION:** To approve the minutes of the March 27, 2019, Board of Directors Meeting, as presented.
1st Leslie Hart, 2nd Rebecca Massie Lane
- ACTION:** Approved
- TOPIC:** **Urban Improvement Project II**
- DISCUSSION:** Dan Spedden shared that the Maryland Stadium Authority presented their report to the City Council on May 7, 2019, and several organizations rallied people to attend. A stakeholders meeting has been scheduled to meet with City Council on June 18 for continued discussion (for the record, this took place on June 4). A group working under the UIP.02 name is working to provide knowledge to the community on tourism and this potential performance venue.

Mr. Spedden requested permission to hire a consultant to obtain information from other cities who are building, or have recently built, a stadium; and recommended Rich Neuman who has worked on several buildouts. The potential cost would be between \$18K-30K.

MOTION: To approve up to \$30,000, and to work with Executive Committee, to hire Rich Newman as a consultant for the Performance Venue project.
1st Leslie Hart, 2nd Sila Alegret-Bartel

ACTION: Approved

ADJOURNMENT

Andrew Sargent, Chair
Al Martin, Treasurer
Jolene Thomas, Recording Secretary

**HAGERSTOWN/WASHINGTON COUNTY CONVENTION &
VISITORS BUREAU BOARD OF DIRECTORS
June 12, 2019**

MINUTES

Due to a deadline prior to the next Board of Directors meeting, an email was sent to board members asking them to vote on the following request:

VOTERS VIA EMAIL: Andrew Sargent, Al Martin, Sila Alegret-Bartel, Katie Clutz, Leslie Hart, Angie Hummer, Mary Ironside, Rebecca Massie Lane, Teri Leiter, Travis Painter, Amanda Rankin, Jeannie Ridenour

TOPIC: **Maryland Theatre Capital Project**

DISCUSSION: Dan Spedden proposed that the CVB participate in the Maryland Theatre Capital Campaign by making a pledge of \$75,000 to be paid at very favorable installments over several years. In exchange the CVB will get recognition and, more importantly, ad space on the Maryland Theatre website and in printed program material. The ads will make this contribution eligible for partial grant reimbursement. A CVB multi-year commitment will help close the building campaign funding gap for the largest destination attraction in downtown Hagerstown. The CVB can do it in a way that gives the CVB great visibility to visitors and also get partial reimbursement from the state. Dan feels that our absence in supporting such a huge community attraction will be noticed.

The MD Office of Tourism grant will potentially reimburse in the category of local advertising at 50%. Overall DMO expenses also factor into the equation but not a certain rate. Overall expenses improve your position in the grant matrix.

The rush to get approval was instigated by a Maryland Theatre deadline of June 14th, well in advance of our next meeting.

ACTION: Accepted: Yes-12

Daniel Spedden, Acting Chair
Jolene Thomas, Recording Secretary