



MEETING of the BOARD OF DIRECTORS

AGENDA

Discovery Station
February 27, 2019
9:00am

Call to Order	A. Sargent
Roll Call	J. Thomas
Approval of Minutes	A. Sargent
Financial Report	A. Martin
Executive Committee	D. Spedden
a. Executive Committee Appointment	
b. Board of Director Appointment	
New Business	D. Spedden
a. New Members	
b. World Canal Conference	
Q&A with Staff	Staff
Adjournment	D. Spedden

Next Meeting: March 27, 2019 - Shepherd's Spring Retreat Center – 10:30am

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.

**VISIT HAGERSTOWN-WASHINGTON COUNTY
CONVENTION & VISITORS BUREAU
ANNUAL MEMBERSHIP MEETING**

MINUTES

Fountain Head Country Club

December 4, 2018

MEMBERS Angie Hummer, Chair; Andrew Sargent, Chair-Elect; Francine Donachie, Past-Chair; Al Martin, Treasurer; Rebecca Massie Lane, Secretary; Tiffany Ahalt, Nicky Ba'ez II, Dave Barnhart, Stefanie Basalik, Stephen Marc Beaudoin, Jayne Becker Bob Becker, Amy Benton, Colin Berry, Robert Bishoff, Kristin Bowl, Sarah Britt, Ron Bucher, Mildred Bucher, Mary Anne Burke, Tom Burtman, John Canan, Jaquetta Cardwell, Julie Chase, Cory Chatfield, Katie Clutz, Les Curry, Tim Doyle, Vernell Doyle, Jodi Elsasser, Barb Estrada, Amy Gibson, Jessica Green, Judy Grier, Dave Grier, Brittney Hamilton, Rose Harris, Leslie Hart, Eric Hastings, David Henneberger, Stephanie Henneberger, Charissa Hipp, Emily Huebner, Ann Hunt, Teresa Hutchens, Kim Intino, Mary Ironside, Linda Irvin-Craig, Racha Iskandarani, Mary Johnson, Tricia Johnson, Ross Jones, Cindy Kauffman, Dick Keesecker, Jim Kercheval, Juanita Kiel, Beverly Kipe, Rosa Kisner, Bill Knode, Kimberly Lay, Vickie Layton, Sherry Lobst, Tim Lobst, Pete Low, Karen Martin, Mary Teal Mulligan, George Messner, Vickie Messner, Jim Mills, Crystal Mowery, Rachel Nichols, Laura Oates, Sandy O'Neil, Brian O'Neil, Terri Packard, Travis Painter, Sam Patel, Bonnie Patel, Garrison Plessinger, Carolyn Raber, Amanda Rankin, Katie Reichard, Phil Ridenour, Jeannie Ridenour, Julie Rohm, Heidi Schlag, Chuck Schwalbe, John Seburn, Susan Small, Sharon Smith, Janeen Solberg, Frank Stanley, Joyce Stanley, Dick Stoner, Rhonda Stickland, Tina Strite, Jill Thompson, Joanna Tootill, Natoma Vargason, Chris Vincent, Amy Vincent, Brittany Wedd, Bruce Wilder, Susan Woodring, Robin Zanotti

INVITEES Robert Bruchey, Mayor of Hagerstown, Liz Fitzsimmons, Maryland Office of Tourism Development; Howard Long, Mayor of Boonsboro; Ralph Salvagno, Mayor of Hancock, Ruth Toomey, Maryland Tourism Coalition, Julianna Albowitz

CVB STAFF Dan Spedden, President; Jean Carbaugh, Lieba Cohen; Betsy DeVore, Georgi Kauffman; Andrea Kautz; Terri Mulligan, Jolene Thomas, Audrey Vargason, Janine Woodward, Kay Yingling

WELCOME, INTRODUCTION OF DIGNITARIES, AND CVB BOARD OF DIRECTORS AND ADVISORY BOARD – Dan Spedden

CALL TO ORDER – Angie Hummer, Board Chair

BYLAWS

Angie Hummer presented to the Membership the Board of Directors' recommended revisions to the Hagerstown-Washington County Convention & Visitors Bureau Bylaws.

VOTED To accept the proposed revision of the Bylaws, as presented. (Copy on file)

FINANCIAL REVIEW

Al Martin presented a brief report on the financial status of the Visit Hagerstown-Washington County Convention & Visitors Bureau.

SPECIAL GUEST SPEAKER

Liz Fitzsimmons, Managing Director of the Maryland Division of Tourism for the Maryland Office of Tourism Development.

YEAR IN REVIEW AND PLANS FOR 2018

Dan Spedden, President of Visit Hagerstown, presented an overview of the CVB's development during 2018 and plans for 2019.

20TH ANNIVERSARY MEMBERS

Thirteen (13) Visit Hagerstown partners, who have been members for the past 20 years, were recognize and presented with an award for their commitment and loyalty to the CVB.

INNOVATION AWARD

Dan Spedden presented the Innovation in Tourism Commerce award to Rose Harris for assisting cyclist with luggage transportation.

RECOGNITION

Dan Spedden gave recognition to Francine Donachie in appreciation for her years of service on the Board of Directors from 2009-2018 and as Board Chair from 2015-2016.

GAVEL EXCHANGE

Angie Hummer officially passed the gavel to the new Board Chair, Andrew Sargent.

ADJOURNMENT

Angie Hummer, Chair
Andrew Sargent, Chair-Elect
Al Martin, Treasurer
Rebecca Massie Lane, Secretary
Jolene Thomas, Recording Secretary

**HAGERSTOWN/WASHINGTON COUNTY CONVENTION &
VISITORS BUREAU BOARD OF DIRECTORS
October 18, 2018
9:00am
Ramada Plaza**

MINUTES

PRESENT: Angie Hummer, Chair; Al Martin, Treasurer; Sila Alegret-Bartel, Mary Anne Burke, Leslie Hart, Mary Ironside, Travis Painter, Jeannie Ridenour, Andrew Sargent

ABSENT: Katie Clutz, Francine Donachie, Jeff Garland, Teri Leiter, Rebecca Massie-Lane,

STAFF: Dan Spedden, Betsy DeVore, Jolene Thomas, Audrey Vargason

ROLL CALL

TOPIC: **Minutes of May 24, 2018**

MOTION: To approve the minutes of May 24, 2018, as presented.
1st Mary Anne Burke, 2nd Sila Alegret-Bartel

ACTION: Approved

TOPIC: **Financial Statement**

DISCUSSION: Dan Spedden reviewed the September 30, 2018, Financial Statement with the Board and reported that all invoices dealing with the USA Cycling event have been paid in-full. Revenue for CVB is trending above budget by \$68k. Garden Plaza is back paying taxes again. Looking forward to Home2 opening sometime in April 2019.

MOTION: To accept the September 30, 2018, Financial Statement, as presented.

ACTION: Accepted

TOPIC: **Budget 2019**

DISCUSSION: Dan Spedden reviewed the proposed 2019 Budget with the Board.

MOTION: To approve the Budget for 2019, with the exception of updating the current year column of revenue and expenses.
1st Andrew Sargent, 2nd Sila Alegret-Bartel

ACTION: Approved

TOPIC: **Bylaws**

DISCUSSION: Dan Spedden reviewed the proposed Bylaw changes with the Board.

MOTION: To recommend the Bylaw changes as proposed by the Executive Committee to the CVB Membership for approval in December.
1st Al Martin, 2nd Travis Painter

ACTION: Approved

TOPIC: **Executive Committee**
DISCUSSION: Dan Spedden advised the Board there was a position open on the Executive Committee, and it is the Executive Committee's recommendation to appoint Katie Clutz to take that position.
MOTION: To appoint Katie Clutz to serve on the Executive Committee, effective immediately.
1st Al Martin, 2nd Mary Anne Burke
ACTION: Approved

TOPIC: **Board of Directors**
MOTION: To accept Jeff Garland's resignation from the Board of Directors and accept the Executive Committee's recommendation to appoint Amanda Rankin of the Courtyard by Marriott to serve out the remainder of his term.

To accept Leslie Hart as the Washington County Commissioners' appointment to serve on the CVB's Board of Directors.

To accept the Executive Committee's proposal that Kathy Vrcic of Holiday Inn Express Hotel & Suites be appointed to serve on the Board and to recommend to the Membership for approval.

1st Mary Anne Burke, 2nd Travis Painter
ACTION: Approved

TOPIC: **Advisory Board**
MOTION: To appoint the following to serve on the CVB's Advisory Board:
Racha Iskandarani of the Ramada Plaza, *Tiffany Ahalt* of the National Road Heritage Foundation, and *Stefanie Basalik* of the Washington County Historical Society.
ACTION: Approved

TOPIC: **New Members**
MOTION: To approve the list of new CVB members, as presented.
1st Al Martin, 2nd Sila Alegret-Bartel
ACTION: Approved

Adjourned

Angie Hummer, Chair

Al Martin, Treasurer

Jolene Thomas, Recording Secretary

Washington County, Maryland Convention & Visitors Bureau
Statement of Financial Position
As of January 31, 2019

	Jan 31, 19	Jan 31, 18	\$ Change	% Change
ASSETS				
Current Assets				
Checking/Savings				
104 · Cash BB&T - Operating	49,457.32	81,085.11	-31,627.79	-39.0%
105 · Cash BB&T - Payroll Reserve	1,310.54	1,309.87	0.67	0.1%
106 · Cash BB&T - PR	1,151.88	1,120.18	31.70	2.8%
107 · Cash BB&T - Operating Reserve	77,553.09	77,070.38	482.71	0.6%
108 · Cash Visitors Center	450.00	450.00	0.00	0.0%
Total Checking/Savings	129,922.83	161,035.54	-31,112.71	-19.3%
Other Current Assets				
122 · Lodging Tax Receivable	65,077.18	65,454.42	-377.24	-0.6%
131 · Inventory - Gift Shop	10,452.38	9,647.94	804.44	8.3%
Total Other Current Assets	75,529.56	75,102.36	427.20	0.6%
Total Current Assets	205,452.39	236,137.90	-30,685.51	-13.0%
Fixed Assets				
153 · Office Equipment	66,382.01	66,382.01	0.00	0.0%
157 · Leasehold Improvements	33,236.38	33,236.38	0.00	0.0%
163 · Accum Depr- Office Equipment	43,426.20	-39,240.36	-4,185.84	-10.7%
167 · Accum Depr-Leasehold Impr	19,043.78	-17,103.86	-1,939.92	-11.3%
Total Fixed Assets	37,148.41	43,274.17	-6,125.76	-14.2%
TOTAL ASSETS	242,600.80	279,412.07	-36,811.27	-13.2%
LIABILITIES & EQUITY				
Liabilities				
Current Liabilities				
Accounts Payable				
203 · Accounts Payable	28,642.86	46,518.11	-17,875.25	-38.4%
Total Accounts Payable	28,642.86	46,518.11	-17,875.25	-38.4%
Other Current Liabilities				
218 · 401K Withholding	0.00	544.35	-544.35	-100.0%
221 · Sales Tax Payable	46.34	51.95	-5.61	-10.8%
222 · Accrued Salaries & Benefits	18,461.48	16,403.98	2,057.50	12.5%
227 · Accrued Vacation	6,226.28	6,226.28	0.00	0.0%
Total Other Current Liabilities	24,734.10	23,226.56	1,507.54	6.5%
Total Current Liabilities	53,376.96	69,744.67	-16,367.71	-23.5%
Total Liabilities	53,376.96	69,744.67	-16,367.71	-23.5%
Equity				
290 · Fund Balance	199,316.11	178,082.81	21,233.30	11.9%
Net Income	-10,092.27	31,584.59	-41,676.86	-132.0%
Total Equity	189,223.84	209,667.40	-20,443.56	-9.8%
TOTAL LIABILITIES & EQUITY	242,600.80	279,412.07	-36,811.27	-13.2%

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

January 31, 2019

	Jan 2019	Jan 2018	Year to Year	Current	Jan 2019
	Year	Prior	Year to Year	Year	YTD Variance
	To Date	YTD	Variance	Budget	To Budget
1) REVENUE:					
Lodging Tax Revenue	65,077.18	65,454.42	(377.24)	71,000.00	(5,922.82)
USA Cycling	-	25,000.00	(25,000.00)	25,000.00	(25,000.00)
Grants	-	-	-	-	-
Memberships	959.00	21,640.00	(20,681.00)	1,000.00	(41.00)
Member Activities	-	-	-	-	-
Visitor Guide	29,179.13	32,586.25	(3,407.12)	8,500.00	20,679.13
Publication Advertising	-	-	-	-	-
Advertising Co-ops	-	-	-	-	-
Vacation Value Pass	-	-	-	-	-
Gift Shop Sales	773.93	1,115.34	(341.41)	950.00	(176.07)
Sponsorships	-	-	-	-	-
Miscellaneous Revenue	4.71	25.93	(21.22)	-	4.71
Ticket Sale Commissions	-	-	-	-	-
Illuminations	-	-	-	-	-
Interest Income	15.32	57.88	(42.56)	-	15.32
Loss on disposal of assets	-	-	-	-	-
TOTAL REVENUE	96,009.27	145,879.82	(49,870.55)	106,450.00	(10,440.73)
Total Administrative Expense	55,353.28	57,848.67	(2,495.39)	57,555.00	(2,201.72)
Total Operating Expense	12,944.74	12,864.78	79.96	13,079.00	(134.26)
Promotional Programs:					
Advertising	24,388.50	18,514.79	5,873.71	19,810.00	4,578.50
Sales	2,603.88	8,093.17	(5,489.29)	5,135.00	(2,531.12)
Public Relations	6,495.12	4,721.89	1,773.23	2,250.00	4,245.12
Publications	1,006.02	1,532.72	(526.70)	444.00	562.02
Product Development	-	-	-	-	-
Member Relations	-	-	-	250.00	(250.00)
Other Promotional Programs	3,310.00	10,719.21	(7,409.21)	9,360.00	(6,050.00)
Total Promotional Programs	37,803.52	43,581.78	(5,778.26)	37,249.00	554.52
TOTAL EXPENSES	106,101.54	114,295.23	(8,193.69)	107,883.00	(1,781.46)
NET SURPLUS (DEFICIT)	(10,092.27)	31,584.59	(41,676.86)	(1,433.00)	(8,659.27)
Expenses grouped by functional category:					
Program Services	78,978.43	85,949.38	-	-	-
Management & General	27,123.11	28,345.85	-	-	-
	106,101.54	114,295.23	-	-	-
Program Service % age	74%	75%	-	-	-

- This Assumes that 51% of Administrative Expense is allocated to Program Services.

Washington County, Maryland Convention & Visitors Bureau, Inc.
Lodging Tax Revenue Received

2010 - 2019

This reflects the ACTUAL MONTH RECEIVED - CASH BASIS

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2018 Change
January	67,472.31	58,689.83	79,957.28	59,162.41	75,098.47	75,948.72	83,922.60	68,837.45	70,452.47	77,919.95	7,467.48
February	47,936.72	45,519.81	45,628.29	65,897.19	53,697.02	57,790.64	57,003.42	55,985.59	65,454.42	65,077.18	(377.24)
March	45,759.47	44,841.39	52,964.84	57,032.25	54,049.77	56,247.52	56,433.17	62,015.27	63,139.50		
April	52,080.58	56,052.59	56,810.97	59,556.03	73,737.56	75,308.62	70,990.50	75,843.67	64,852.20		
May	54,413.31	60,122.37	85,258.29	70,485.79	74,192.08	81,108.16	79,149.51	73,261.67	82,132.79		
June	76,080.93	65,096.95	77,905.19	74,805.87	80,166.19	87,765.22	86,386.23	86,997.98	94,991.50		
July	77,394.75	114,772.53	89,682.15	87,470.87	96,526.37	100,135.61	108,095.75	103,935.74	127,296.55		
August	84,108.16	93,345.17	104,757.06	99,564.46	105,994.01	108,801.61	105,121.32	103,712.96	107,924.58		
September	87,410.98	89,440.36	93,510.33	103,481.11	108,753.10	104,693.43	106,954.09	109,878.67	124,891.18		
October	75,056.71	88,201.31	92,492.59	92,604.23	99,333.60	101,208.40	100,509.04	96,044.50	105,131.29		
November	69,593.04	73,126.18	84,786.05	78,575.93	85,858.49	87,280.18	83,015.59	89,890.55	100,460.95		
December	78,178.74	65,208.24	93,257.89	77,232.22	87,264.92	85,115.58	93,983.13	100,143.98	102,655.62		
ANNUAL TOT	\$ 815,485.70	\$ 854,416.73	\$ 957,010.93	\$ 925,868.36	\$ 994,671.58	\$ 1,021,403.69	\$ 1,031,564.35	\$ 1,026,548.03	\$ 1,109,383.05	\$ 142,997.13	\$ 7,090.24
	12 mths 2015	1,021,403.69	12 mths 2016	1,031,564.35	12 mths 2017	1,026,548.03	12 mths 2018	1,109,383.05		2 mths 2019	142,997.13
	12 mths 2014	994,671.58	12 mths 2015	1,021,403.69	12 mths 2016	1,031,564.35	12 mths 2017	1,026,548.03		2 mths 2018	135,906.89
	Increase \$\$	26,732.11	Increase \$\$	10,160.66	Decrease \$\$	(5,016.32)	Increase \$\$	82,835.02		Increase \$\$	7,090.24
	Increase %	2.69%	Increase %	0.99%	Decrease %	-0.49%	Increase %	8.07%		Increase %	5.22%
ANNUAL REVENUES BY YEAR:											
	1998	\$ 428,525.61		2004	\$ 580,730.84						
	1999	\$ 437,556.58		2005	\$ 661,866.93						
	2000	\$ 479,162.63		2006	\$ 765,219.60						
	2001	\$ 485,569.66		2007	\$ 815,256.26						
	2002	\$ 502,110.33		2008	\$ 779,803.23						
	2003	\$ 463,220.59		2009	\$ 751,738.79						

NEW MEMBERS**Los Amigos Restaurant**

Roberto Joaquin
29 North Burhans Blvd
Hagerstown, MD 21740
240-400-8000
www.losamigoshagerstown.com

Hagerstown Smiles Dental Care

Amy Wescott
1115 Mt. Aetna Rd.
Hagerstown, MD 21740
301-739-7003
www.hagerstownsmiles.com

Mercury Endurance Cycles

Jamie Boward
222 E. Oak Ridge Drive, Suite 1225
Hagerstown, MD 21740
240-347-4959
www.mercuryendurance.com

Garden Plaza Hotel

Raj Patel
901 Dual Highway
Hagerstown, MD 21740
301-733-5100
www.gardenplazahotelmd.com

Antietam Creek Vineyards

Joan Larrea
4835 Branch Avenue
Sharpsburg, MD 21782
240-490-2851
www.antietamcreekvineyards.com

Hummus Mediterranean Grill

Imran Yousif
11205 John F. Kennedy Dr.
Hagerstown, MD 21742
240-513-6020
www.hummusgrill.net

The Flying Camel Literary Café and Piano Bar

Julie Castillo
28 South Potomac Street, Level B
Hagerstown, MD 21740
240-513-6347
www.flyingcamelcafe.com

Econo Lodge

Ken Kakkad
900 Dual Highway
Hagerstown, MD 21740
301-739-9051

Potomac Playmakers, Inc.

Barry Harbaugh
PO Box 3659
Hagerstown, MD 21742
240-382-7269
potomacplaymakers.org

The Schindel Rohrer Ballroom

Tylor Githens
28 S. Potomac Street
Hagerstown, MD 21740
240-347-4932
www.thesrballroom.com

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