



MEETING of the BOARD OF DIRECTORS

AGENDA

The Grille at Runways
March 30, 2017
9:00am

Call to Order	A. Hummer
Roll Call	J. Thomas
Approval of Minutes	A. Hummer
Financial Report	A. Martin
Executive Committee	D. Spedden
a. EDC Representation	
b. Letter to City Council	
c. Welcome Center Windows	
New Business	D. Spedden
Q&A with Staff	Staff
Adjournment	A. Hummer

Next Board Meeting:

May 18, 2017 – CVB 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.

Washington County, Maryland Convention & Visitors Bureau, Inc.
 Accountants Report/Discussion Points
 February 28, 2017

P.1	1)	Total cash on hand @ 02/28/17	101,211.68	103.7% of 1 month expense
		Total cash on hand @ 02/28/16	173,313.71	
		Total cash on hand @ 12/31/16	98,271.53	
		Annual budgeted expenses	1,171,401.00	
		Average monthly budgeted expenses	97,616.75	
P.1	2)	Lodging Tax Receivable @ 02/28/17	62,015.27	
		Lodging Tax Receivable @ 02/28/16	<u>56,433.17</u>	
		Increase	<u>\$ 5,582.10</u>	
P.1	3)	Accounts Payable @ 02/28/17	33,018.30	
		Accounts Payable @ 02/28/16	<u>56,871.67</u>	
		Decrease	<u>\$ (23,853.37)</u>	
P.1	4)	Total Liabilities:		
		2/28/2017	75,428.29	
		2/28/2016	<u>87,172.86</u>	
		Decrease	<u>\$ (11,744.57)</u>	
P.1	5)	Current Deficit	(21,855.04)	
P.1		Prior Year Deficit	<u>(736.82)</u>	
P. 1		Decrease from prior year	(21,118.22)	
P.2	6)	Total Revenue @ 02/28/17	167,509.90	
		Total Revenue @ 02/28/16	<u>203,615.49</u>	
		Decrease	<u>\$ (36,105.59)</u>	

Washington County, Maryland Convention & Visitors Bureau
Statement of Financial Position
As of February 28, 2017

	Feb 28, 17	Feb 29, 16	\$ Change	% Change
ASSETS				
Current Assets				
Checking/Savings				
103 · Cash United Bank - MM	0.00	3,001.15	-3,001.15	-100.0%
104 · Cash BB&T - Operating	47,998.85	129,560.06	-81,561.21	-63.0%
105 · Cash BB&T - Payroll Reserve	1,309.25	1,308.58	0.67	0.1%
106 · Cash BB&T - PR	13,448.24	14,010.04	-561.80	-4.0%
107 · Cash BB&T - Operating Reserve	38,005.34	24,983.88	13,021.46	52.1%
108 · Cash Visitors Center	450.00	450.00	0.00	0.0%
Total Checking/Savings	101,211.68	173,313.71	-72,102.03	-41.6%
Other Current Assets				
121 · Grants Receivable	6,960.84	6,960.84	0.00	0.0%
122 · Lodging Tax Receivable	62,045.27	56,433.17	5,582.10	9.9%
131 · Inventory - Gift Shop	11,551.81	12,231.06	-679.25	-5.6%
Total Other Current Assets	80,527.92	75,625.07	4,902.85	6.5%
Total Current Assets	181,739.60	248,938.78	-67,199.18	-27.0%
Fixed Assets				
153 · Office Equipment	58,446.01	58,446.01	0.00	0.0%
157 · Leasehold Improvements	26,832.38	26,832.38	0.00	0.0%
163 · Accum Depr- Office Equipment	49,311.32	-43,597.88	-5,713.44	-13.1%
167 · Accum Depr-Leasehold Impr	19,947.56	-18,799.96	-1,147.60	-6.1%
Total Fixed Assets	16,019.51	22,880.55	-6,861.04	-30.0%
TOTAL ASSETS	197,759.11	271,819.33	-74,060.22	-27.3%
LIABILITIES & EQUITY				
Liabilities				
Current Liabilities				
Accounts Payable				
203 · Accounts Payable	33,018.30	56,871.67	-23,853.37	-41.9%
Total Accounts Payable	33,018.30	56,871.67	-23,853.37	-41.9%
Other Current Liabilities				
221 · Sales Tax Payable	87.93	86.82	1.11	1.3%
222 · Accrued Salaries & Benefits	15,347.27	13,500.68	1,846.59	13.7%
227 · Accrued Vacation	26,974.79	16,713.69	10,261.10	61.4%
Total Other Current Liabilities	42,409.99	30,301.19	12,108.80	40.0%
Total Current Liabilities	75,428.29	87,172.86	-11,744.57	-13.5%
Total Liabilities	75,428.29	87,172.86	-11,744.57	-13.5%
Equity				
290 · Fund Balance	144,185.86	185,383.29	-41,197.43	-22.2%
Net Income	-21,855.04	-736.82	-21,118.22	-2,866.1%
Total Equity	122,330.82	184,646.47	-62,315.65	-33.8%
TOTAL LIABILITIES & EQUITY	197,759.11	271,819.33	-74,060.22	-27.3%

Washington County, Maryland Convention & Visitors Bureau, Inc.
Accountants Report/Discussion Points - Executive Board
February 28, 2017

	Feb 2017 Year To Date	Feb 2016 Prior YTD	Year to Year Variance	Current Year Budget	Feb 2017 YTD Variance To Budget
1) REVENUE:					
Lodging Tax Revenue	118,000.86	113,436.59	4,564.27	142,000.00	(23,999.14)
Grants	703.00	-	703.00	-	703.00
Memberships	6,661.22	46,341.00	(39,679.78)	5,000.00	1,661.22
Member Activities	-	-	-	-	-
Visitor Guide	34,026.25	35,666.88	(1,640.63)	17,000.00	17,026.25
Publication Advertising	-	-	-	-	-
Advertising Co-ops	-	-	-	-	-
Vacation Value Pass	-	-	-	-	-
Gift Shop Sales	1,562.80	1,606.45	(43.65)	1,700.00	(137.20)
Sponsorships	-	-	-	-	-
Miscellaneous Revenue	6,508.01	6,506.31	1.70	60.00	6,448.01
Ticket Sale Commissions	-	-	-	-	-
Illuminations	-	-	-	-	-
Interest Income	47.76	58.26	(10.50)	-	47.76
TOTAL REVENUE	167,509.90	203,615.49	(36,105.59)	165,760.00	1,749.90
Total Administrative Expense	71,311.43	64,904.23	6,407.20	72,236.00	(924.57)
Total Operating Expense	28,649.65	38,335.19	(9,685.54)	24,475.00	4,174.65
Promotional Programs:					
Advertising	37,587.44	35,616.49	1,970.95	34,250.00	3,337.44
Sales	13,821.56	12,739.10	1,082.46	7,303.00	6,518.56
Public Relations	6,584.20	12,085.14	(5,500.94)	6,050.00	534.20
Publications	9,989.91	5,153.16	4,836.75	4,992.00	4,997.91
Product Development	-	-	-	-	-
Member Relations	1,051.69	-	1,051.69	-	1,051.69
Other Promotional Programs	20,369.06	35,519.00	(15,149.94)	14,420.00	5,949.06
Total Promotional Programs	89,403.86	101,112.89	(11,709.03)	67,015.00	22,388.86
TOTAL EXPENSES	189,364.94	204,352.31	(14,987.37)	163,726.00	25,638.94
NET SURPLUS (DEFICIT)	(21,855.04)	(736.82)	(21,118.22)	2,034.00	(23,889.04)
Expenses grouped by functional category:					
Program Services	154,422.34	172,549.24	- This Assumes that 51% of Administrative Expense is allocated to Program Services.		
Management & General	34,942.60	31,803.07			
	189,364.94	204,352.31			
Program Service % age	82%	84%			

DRAFT

DRAFT

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

2006 - 2016

This reflects the ACTUAL MONTH RECEIVED - CASH BASIS

	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2017 Change
January	56,011.86	54,585.10	67,472.31	58,689.83	79,957.28	59,162.41	75,098.47	75,948.72	83,922.60	68,837.45	(15,085.15)
February	52,615.13	44,022.20	47,936.72	45,519.81	45,628.29	65,897.19	53,697.02	57,790.64	57,003.42	55,985.59	(1,017.83)
March	60,628.69	48,407.00	48,759.47	44,841.39	52,964.84	57,032.25	54,049.77	56,247.52	56,433.17	62,015.27	5,582.10
April	53,963.29	48,627.60	52,080.58	56,052.59	56,810.97	59,556.03	73,737.56	75,308.62	70,990.50		
May	54,651.58	57,007.22	54,413.31	60,122.37	85,258.29	70,485.79	74,192.08	81,108.16	79,149.51		
June	53,815.79	66,795.99	76,080.93	65,096.95	77,905.19	74,805.87	80,166.19	87,765.22	86,386.23		
July	87,890.23	80,767.74	77,394.75	114,772.53	89,682.15	87,470.87	96,526.37	100,135.61	108,095.75		
August	75,809.93	80,617.54	84,108.16	93,345.17	104,757.06	99,564.46	105,994.01	108,801.61	105,121.32		
September	74,663.84	76,714.82	87,410.98	89,440.36	93,510.33	103,481.11	108,753.10	104,693.43	106,954.09		
October	81,371.86	74,459.58	75,056.71	88,201.31	92,492.59	92,604.23	99,333.60	101,208.40	100,509.04		
November	65,356.23	62,073.84	69,593.04	73,126.18	84,786.05	78,575.93	85,858.49	87,280.18	83,015.59		
December	63,034.80	57,660.16	78,178.74	65,208.24	93,257.89	77,232.22	87,264.92	85,115.58	93,983.13		
ANNUAL TOT \$	779,803.23	751,738.79	815,485.70	854,416.73	957,010.93	925,868.36	994,671.58	1,021,403.69	1,031,564.35	186,838.31	\$ (10,520.88)
12 mths of 2013		925,868.36		994,671.58	12 mths 2015	1,021,403.69			12 mths 2016		
12 mths of 2012		957,010.93		925,868.36	12 mths 2014	994,671.58			12 mths 2015		
Decrease \$\$		\$ (31,142.57)	Increase \$\$	68,803.22	Increase \$\$	26,732.11			Increase \$\$	10,160.66	
Decrease %		-3.25%	Increase %	7.43%	Increase %	2.69%			Increase %	0.99%	
ANNUAL REVENUES BY YEAR:											
	1998		\$ 428,525.61		2003		\$ 463,220.59				
	1999		\$ 437,556.58		2004		\$ 580,730.84				
	2000		\$ 479,162.63		2005		\$ 661,866.93				
	2001		\$ 485,569.66		2006		\$ 765,219.60				
	2002		\$ 502,110.33		2007		\$ 815,256.26				

**HAGERSTOWN/WASHINGTON COUNTY CONVENTION &
VISITORS BUREAU BOARD OF DIRECTORS**

January 26, 2017

9:00am

Courtyard by Marriott

MINUTES

PRESENT: Sila Bartel, Mary Anne Burke, Francine Donachie, Jeff Garland, Teri Leiter, Travis Painter, Penny Pittman, Jeannie Ridenour, Joyce Stanley

ABSENT: Al Martin, Angie Hummer, Mary Ironside, Rebecca Massie-Lane, Rod McIntyre, Andrew Sargent

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

ROLL CALL

INTRODUCTIONS: Dan Spedden welcomed new Board of Directors, Sila Bartel and Travis Painter.

TOPIC: **Minutes of October 20, 2016, Meeting**

MOTION: Approve the October 20, 2016, minutes, as presented. (Copy on file)
1st Teri Leiter, 2nd Mary Anne Burke

ACTION: Approved

TOPIC: **Minutes of December 6, 2016, Annual Membership Meeting**

MOTION: Approve the December 6, 2016, minutes of the Annual Membership Meeting, as presented. (Copies on file) 1st Teri Leiter, 2nd Mary Anne Burke

ACTION: Approved

TOPIC: **Financial Report**

DISCUSSION: Dan Spedden reviewed the December, 2016 Financial Report with the Board. Mr. Spedden shared that the Clarion and Rodeway Inn were 10 month behind on paying their lodging tax. County Treasurer has sent a final notice. The CVB's budget goal will be to increase the reserve fund. There has been some discussion of reporting on cash rather than an accrual basis.

MOTION: Accept the unaudited Financial Report for the period ending December 31, 2016, as presented. (Copy of File). 1st-Teri Leiter, 2nd-Travis Painter.

ACTION: Approved

TOPIC: **President's Report**

DISCUSSION: Dan Spedden shared that he would like to see the Board of Directors focus more on ideas/opportunities at hand rather than spending a lot of time on staff reporting, since reports are already sent ahead of the meeting. Mr. Spedden also shared that the Williamsport ground breaking for the aqueduct will be held on May 5; and Boonsboro's 225th celebration is taking place this year, which the CVB has been assisting in the planning of the festivities. Mr. Spedden also reported that Toth Distributors has been contracted by the CVB to assist in getting the Visitor Guide into more locations.

TOPIC: **New Members**

MOTION: Approve list of new CVB Members. (Copy on file)

ACTION: Approved

ADJOURNMENT

Dan Spedden, President
Jolene Thomas, Recording Secretary

CVB Board Report

February/March, 2017

Jolene Thomas, Director of Operations/Membership

MEMBERSHIP

- New CVB Members:
 - ✓ See Attached
- Updated the Member Event section on visithagerstown.com with 2017 events.
- Invited new members and City Councilmembers, Paul Corderman and Emily Keller, to attend the March 31 Partner Orientation session.
- Completed the first annual-billing cycle for membership due renewals.
- Mailed copy of Visitor Guide, with individual letters, to each member including page number(s) of their business listing.
- National Travel & Tourism Week:
 - ✓ Letter and form sent to each member inviting them to participate
 - ✓ Met with Dave Barnhart and Betsy regarding digital advertising
 - ✓ Prepared radio announcement
 - ✓ Create window/door flyer for each member with their offer and dates

VISITOR WELCOME CENTER

- Met with Ron Adler and Dan regarding professional displays for the welcome center windows, and again to review proposal.
- Scheduling a Funkstown Fam Tour for Visitor Welcome Center staff on April 6.
- Hosted group of 4th graders from Mt. Aetna Adventist School in welcome center with refreshment after their tour to the Herald Mail.

OPERATIONS

- Organized a caterer for nearly 80 individuals attending the SHA's Maryland Bicycle, Pedestrian, and Trail Project Workshop at the library on March 13. Created a map and listing of nearby restaurants for the group and advised the restaurants so they could be prepared, and offer a discount. Greeted the group on behalf of Dan.
- Attended State of the City on March 7.

UPCOMING

May 7-13: National Travel & Tourism Week

May 10: L.O.L. (Learning Over Lunch) seminar "Grassroots Marketing in the 21st Century"

May 11: Spring Social at Seven Ten

NEW MEMBERS**The Grille at Runways**

Dick Roulette
18421 Henson Blvd.
Hagerstown, MD 21742
240-707-6466
Fine Us on Facebook

Children's Village of Washington County

Linda Irvin-Craig
1546 Mt. Aetna Rd.
Hagerstown, MD 21742
301-733-4443
Find Us on Facebook

Antietam Brewery

Bill Skomski, Sr.
140 Western Maryland Pkwy
Hagerstown, MD 21740
www.antietambrewery.com

George Michael Battlefield Tours

George Michael
16731 Aqueduct Drive
Williamsport, MD 2795
301-331-6939

CVB BOARD REPORT

March 2017

Audrey Vargason, Director of Sales

PERFORMED SALES ACTIVITIES

Ontario Motor Coach Association	Niagara Fall, ON	Oct 31 – Nov 1
American Bus Association	Cleveland, OH	Jan 14-17
Washington County Day	Annapolis, MD	February 1
Tourism Day	Annapolis, MD	March 3
Destination Marketing 101	Hagerstown, MD	March 21
Pennsylvania Bus Association	Lancaster, PA	March 29

UPCOMING SALES ACTIVITIES

Spring Front Lines Member FAM	Hagerstown, MD	April 11
Fire Starter Brands	Toronto Sales Mission	May 9
IPW Pre-FAM Tour	Hagerstown, MD	May 31
IPW	Washington, D.C.	June 3-8
IPW Post-FAM Tour	Hagerstown, MD	June 8-9
Student Youth Travel Association (SYTA)	Albuquerque, NM	August 25-28

STR REPORT

January 2017, See Attached

Occupancy was up this January over last January, by 2.9%

Occupancy YTD we are ahead of last year by 2.9%

Average Rate increased 7.2 % for January 2017 over January 2016

Average Rate YTD Rate increased 7.2% overall

Revenue per Available Room (RevPAR) was up 10.3% this past December

RevPAR YTD is up 10.3% over last year

SALES SPOTLIGHT

- Attended TEAM MD Sports Meeting
 - SB1148/HB1619 - Maryland Sports and Affiliated Foundations - Establishment Bill
 - RoomRoster, possible new benefit for TEAM MD DMOS. RoomRoster is a Sports Tournament Management Software
- Participated in N. High Hospitality Live Learning Lab at the Homewood Suites
- Providing RFP Distribution & Planning Support to Over the Edge Baseball Tournament, a new tournament to occur April 22 – April 23 at Marty Snook Memorial Park
- Front lines familiarization presentation with Antietam National Battlefield Staff & Volunteers
- Recognized the MD Cattlemen's Association Annual Convention 30th Anniversary, Dignitary Plaque Presentation at Hager Hall
- Designed and installed display for the month of April at Sliding Hill, the display will also be used in September and Spring 2018
- Conducted site visits of the Keedysville Community Center, Sky Zone Trampoline Park
- Coordinating IPW Buyer FAM Tours
- Planning Committee Member for IPW Maryland Welcomes the World at National Harbor
 - River & Trail Outfitters Rock Wall Experience
 - South Mountain Cannon Detachment with Living Historians

Tab 2 - Trend Hagerstown, MD+

Occupancy (%)	2017		Year To Date 2017	Running 12 Months 2017
	Jan			
This Year	48.9		48.9	64.6
Last Year	47.5		47.5	63.6
Percent Change	2.9		2.9	1.6

ADR	2017		Year To Date 2017	Running 12 Months 2017
	Jan			
This Year	79.20		79.20	79.70
Last Year	73.86		73.86	79.32
Percent Change	7.2		7.2	0.5

RevPAR	2017		Year To Date 2017	Running 12 Months 2017
	Jan			
This Year	38.70		38.70	51.49
Last Year	35.08		35.08	50.45
Percent Change	10.3		10.3	2.1

Supply	2017		Year To Date 2017	Running 12 Months 2017
	Jan			
This Year	54,095		54,095	636,925
Last Year	54,095		54,095	636,925
Percent Change	0.0		0.0	0.0

Demand	2017		Year To Date 2017	Running 12 Months 2017
	Jan			
This Year	26,437		26,437	411,454
Last Year	25,688		25,688	405,115
Percent Change	2.9		2.9	1.6

Revenue	2017		Year To Date 2017	Running 12 Months 2017
	Jan			
This Year	2,093,688		2,093,688	32,793,274
Last Year	1,897,387		1,897,387	32,133,251
Percent Change	10.3		10.3	2.1

Census %	2017	
	Jan	
Census Props	19	
Census Rooms	1745	
% Rooms Participants	91.8	

A blank row indicates insufficient data.

DISCLOSURE Destination Reports are publications of STR, Inc. (Reports containing only North American data) and STR Global Ltd (Reports containing worldwide data) and are intended solely for use by our paid subscribers. Reproduction or distribution of Destination Reports, in whole or part, without written permission of either STR, Inc. or STR Global Ltd. is prohibited and subject to legal action. Site licenses are available. Please consult your contract with STR, Inc. or STR Global, Ltd for

WEBSITE, DIGITAL & SOCIAL:

- Added (2) 1-month campaigns: Nat'I Tour and Travel Week and National Parks Month in April
- Hotel & B&B Digital Campaigns ongoing, Suns Resuming 4/17 – A TOTAL of 5.8 MILLION ADS
- Scheduled social media posts
- Blog updated monthly
- Participated in Twitter chats with travel writers weekly as requested
- Working with OTD & Frederick County digital campaign to attract visitors to welcome centers
- SEO: Adding topic-experts for blog posts in coming months; researching cost of google ads

MOBILE APP:

- Procured beacons for Downtown Walking Tour and Cultural Trail
- Coordinating with City to create pop-up video for stops along the way of each trail

ADVERTISING: New ad campaign!

MD Public Television	Group Tour Mag	Eastern Home & Travel	Playbill
Pittsburgh Magazine	Leisure Group Travel	Travel	DNR Fishing Guide
Columbus Mag	Washington Post	Seen Magazine	GAP Trail Book
MD Wine Press	USA Today Natl Parks	Blues Fest	Various Sports Events
Maryland Brew Pub	Nat's Yearbook	MD Int'l Film Fest	Hampton Hotel Dirs
Southern Living	South Mnt Guide	USA Today Summer	Baltimore Basilica
AAA World	Recreation News	Valley Review	East Coast Traveler
Women's Day	Trip Advisor	Suns Program	Small Market-Sports
Mountain Discoveries			

PR/COMMUNICATIONS:

- Created a Ribbon Cutting action plan
- Issued Press Releases on behalf of: Friends of Tolson Chapel event, monthly releases for African American Heritage Association events, Embrace MDIFF, MATPRA
- Submit monthly themed story ideas to MATPRA
- Hosted Mary Tilghman of Recreation News for a visit to Fort Frederick and Hancock on March 24
- Assisted WHAG reporter with several story ideas and connections in community
- Submitted editorial to Southern Living, Washington Post, Cleveland Magazine

VISITOR GUIDE: IT'S HERE!!

CUSHWA BASIN GROUNDBREAKING:

- Designed and produced Invitations for event
- Working with local historian for an article re: history of the Cushwa Basin for H-M Insert

BOONSBORO 225th:

- Provided press release to the committee
- Scheduled social media postings for future events

CULTURAL TRAIL:

- Interviewed potential sculptors and served as judge on selection panel
- Serving as non-local media rep for outreach to travel writers and national pubs
- Issued request for photographers to participate in H-M story on March 30th

BROCHURES:

- Updated and submitted the National Road Wagon Train brochure for printing
- Collected updates for Museum Ramble brochure, submitted to designer
- Collecting new and updated info for the Museums & Historic Sites brochure

20th ANNIVERSARY LOGO: Worked with Icon Graphics to create



EMBRACE:

- Worked with Francine to create a flyer and coordinate publicity via social media and media release about the event
- Placed ad on Facebook for event

VIDEO:

- Scott Cantner compiling professional video with his photography, targeted to the international travel market, to be shown at the Maryland evening of IPW at National Harbor
- John Canan video is near completion, will be over all video to appeal to broader market
- Adding new video content to our YouTube Channel

2017 AD SAMPLES:

- Intended to be photo centric, based on the audience