



MEETING of the BOARD OF DIRECTORS

AGENDA

The Women's Club
May 18, 2017
9:00am

Call to Order	A. Hummer
Roll Call	J. Thomas
Auditor's Report	Smith Elliott Kearns & Co
Approval of Minutes	A. Hummer
Financial Report	A. Martin
Executive Committee	D. Spedden
a. Advisory Board Member	
b. Letter of Support/Recreational Trail	
New Business	D. Spedden
Q&A with Staff	Staff
Adjournment	A. Hummer

Next Event: July 13, 2017 – CVB Picnic at the Hagerstown Suns

Next Board Meeting: August 24, 2017

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**

March 30, 2017

9:00am

The Grille at Runways

MINUTES

PRESENT: Angie Hummer, Chair; Al Martin, Treasurer; Sila Alegret-Bartel, Mary Anne Burke, Mary Ironside, Teri Leiter, Rod McIntyre, Travis Painter, Jeannie Ridenour, Andrew Sargent, Joyce Stanley

ABSENT: Francine Donachie, Jeff Garland, Rebecca Massie-Lane, Penny Pittman

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

ROLL CALL

TOPIC: **Minutes of January 26, 2017, Meeting**

MOTION: Approve the January 26, 2017, minutes, as presented. (Copy on file) 1st Teri Leiter, 2nd Rod McIntyre

ACTION: Approved

TOPIC: **Executive Committee**

DISCUSSION: The Executive Committee proposed to the Board of Directors to invite Andrew Sargent to serve on the Executive Committee.

MOTION: To invite Andrew Sargent to serve on the CVB 's Executive Committee. 1st Al Martin, 2nd Mary Anne Burke

ACTION: Approved

TOPIC: **Financial Report**

DISCUSSION: Al Martin reviewed the February 28, 2017 Financial Report with the board. Cash is down compared to last year. Currently have a healthy reserve account. Lodging tax receivables for February were slightly up. Total revenues down in comparison to last year, because the Clarion and Rodeway have yet to catch up their lodging tax.

MOTION: To accept the February 28, 2017, Financial Report, as presented. 1st Rod McIntyre, 2nd Sila Alegret-Bartel

ACTION: Accepted

TOPIC: **EDC Board Appointment**

DISCUSSION: Dan Spedden shared that Julie Rohm's term as the CVB's representative on the EDC Board was up for renewal, and asked the Board if they would be in favor of inviting Mrs. Rohm to serve on the CVB's Advisory Board and continue representing the bureau on the EDC Board.

MOTION: To invite Julie Rohm, GM of the Valley Mall, to serve on the CVB's Advisory Board and continue representing the Bureau on the EDC's Board. 1st Al Martin, 2nd Teri Leiter

ACTION: Approved

TOPIC: **Executive Committee**

DISCUSSION: Dan Spedden shared that a request had been made for the CVB to send a letter of encouragement and support to the Mayor and City Council to continue inclusion of public art along the new Cultural Trail in downtown Hagerstown which will be official open on June 17, 2017.

MOTION: To authorize the CVB to send a letter of support for inclusion of public art along the Cultural Trail to the Mayor and City Council of Hagerstown. 1st Sila Alegret-Bartel, 2nd Andrew Sargent

ACTION: Approved, with 1 abstention

TOPIC: **Visitor Welcome Center Window Display**

DISCUSSION: Dan Spedden presented to the Board a window display concept for the Visitor Welcome Center. The system would be purchased through Adler Displays, a well-known company for remodeling Visitor Centers, at a total cost of \$23,920. This display would be permanent for five to six year and be interchangeable, if necessary. Because this would be an unbudgeted item (except for \$5000), Mr. Spedden gave the Board a list of budgeted expense that could be applied toward this new expenditure (list on file with the minutes). An initial deposit of \$5000 would be sent to Adler with the contract. Adler Displays has agreed for remaining payments to be made in four separate consecutive months.

MOTION: To approve the unbudgeted expense of purchasing a window display system through Adler Displays at a cost of \$23,920, as presented. 1st Andrew Sargent, 2nd Rd McIntyre.

ACTION: Approved

TOPIC: **New Members**

MOTION: Approve list of new CVB Members. (Copy on file) 1st, Al Martin, 2nd Mary Anne Burke

ACTION: Approved

ADJOURNMENT

Angie Hummer, Chair
Al Martin, Treasure
Jolene Thomas, Recording Secretary

Washington County, Maryland Convention & Visitors Bureau
Statement of Financial Position
As of April 30, 2017

	Apr 30, 17	Apr 30, 16	\$ Change	% Change
ASSETS				
Current Assets				
Checking/Savings				
103 · Cash United Bank - MM	0.00	3,001.40	-3,001.40	-100.0%
104 · Cash BB&T - Operating	1,915.76	10,825.00	-8,909.24	-82.3%
105 · Cash BB&T - Payroll Reserve	1,309.36	1,308.64	0.72	0.1%
106 · Cash BB&T - PR	1,120.18	1,267.53	-147.35	-11.6%
107 · Cash BB&T - Operating Reserve	43,027.27	34,990.20	8,037.07	23.0%
108 · Cash Visitors Center	450.00	450.00	0.00	0.0%
Total Checking/Savings	47,822.57	51,842.77	-4,020.20	-7.8%
Other Current Assets				
121 · Grants Receivable	6,960.84	6,960.84	0.00	0.0%
122 · Lodging Tax Receivable	73,261.67	79,149.51	-5,887.84	-7.4%
131 · Inventory - Gift Shop	11,551.81	12,231.06	679.25	-5.6%
Total Other Current Assets	91,774.32	98,341.41	-6,567.09	-6.7%
Total Current Assets	139,596.89	150,184.18	-10,587.29	-7.1%
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	50,292.94	-44,755.90	-5,537.04	-12.4%
167 · Accum Depr-Leasehold Impr	20,138.84	18,991.24	-1,147.60	-6.0%
Total Fixed Assets	14,846.61	21,531.25	-6,684.64	-31.1%
TOTAL ASSETS	154,443.50	171,715.43	-17,271.93	-10.1%
LIABILITIES & EQUITY				
Liabilities				
Current Liabilities				
Accounts Payable				
203 · Accounts Payable	71,281.21	69,321.15	1,960.06	2.8%
Total Accounts Payable	71,281.21	69,321.15	1,960.06	2.8%
Other Current Liabilities				
221 · Sales Tax Payable	213.95	250.44	-36.49	-14.6%
222 · Accrued Salaries & Benefits	15,347.27	7,226.33	8,120.94	112.4%
227 · Accrued Vacation	26,974.79	24,014.17	2,960.62	12.3%
236 · BluesFest Ticket Sales	2,360.00	3,315.00	-955.00	-28.8%
Total Other Current Liabilities	44,896.01	34,805.94	10,090.07	29.0%
Total Current Liabilities	116,177.22	104,127.09	12,050.13	11.6%
Total Liabilities	116,177.22	104,127.09	12,050.13	11.6%
Equity				
290 · Fund Balance	144,185.86	185,383.29	-41,197.43	-22.2%
Net Income	-105,919.58	-117,794.95	11,875.37	10.1%
Total Equity	38,266.28	67,588.34	-29,322.06	-43.4%
TOTAL LIABILITIES & EQUITY	154,443.50	171,715.43	-17,271.93	-10.1%

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

April 30, 2017

	April 2017 Year To Date	April 2016 Prior YTD	Year to Year Variance	Current Year Budget	April 2017 YTD Variance To Budget
1) REVENUE:					
Lodging Tax Revenue	267,106.20	263,576.60	3,529.60	278,000.00	(10,893.80)
Grants	703.00	-	703.00	60,000.00	(59,297.00)
Memberships	39,235.04	52,148.50	(12,913.46)	36,000.00	3,235.04
Member Activities	-	-	-	-	-
Visitor Guide	35,642.25	39,507.10	(3,864.85)	25,500.00	10,142.25
Publication Advertising	-	-	-	-	-
Advertising Co-ops	-	-	-	-	-
Vacation Value Pass	-	-	-	-	-
Gift Shop Sales	3,451.45	4,232.58	(781.13)	4,350.00	(898.55)
Sponsorships	-	-	-	-	-
Miscellaneous Revenue	6,508.01	6,506.31	1.70	7,460.00	(951.99)
Ticket Sale Commissions	-	-	-	-	-
Illuminations	-	-	-	-	-
Interest Income	112.45	106.39	6.06	-	112.45
TOTAL REVENUE	352,758.40	366,077.48	(13,319.08)	411,310.00	(58,551.60)
Total Administrative Expense	141,881.38	139,598.66	2,282.72	138,078.00	3,803.38
Total Operating Expense	80,872.38	76,039.50	4,832.88	52,923.00	27,949.38
Promotional Programs:					
Advertising	90,704.16	97,953.96	(7,249.80)	91,900.00	(1,195.84)
Sales	34,645.02	30,318.28	4,326.74	14,908.00	19,737.02
Public Relations	13,370.86	17,485.97	(4,115.11)	10,995.00	2,375.86
Publications	66,716.06	65,506.89	1,209.17	63,490.00	3,226.06
Product Development	702.00	5,000.00	(4,298.00)	-	702.00
Member Relations	2,272.06	512.59	1,759.47	-	2,272.06
Other Promotional Programs	27,514.06	51,456.58	(23,942.52)	35,175.00	(7,660.94)
Total Promotional Programs	235,924.22	268,234.27	(32,310.05)	216,468.00	19,456.22
TOTAL EXPENSES	458,677.98	483,872.43	(25,194.45)	407,469.00	51,208.98
NET SURPLUS (DEFICIT)	(105,919.58)	(117,794.95)	11,875.37	3,841.00	(109,760.58)
Expenses grouped by functional category:					
Program Services	389,156.10	415,469.09	-	-	-
Management & General	69,521.88	68,403.34	-	-	-
	458,677.98	483,872.43	-	-	-
Program Service % age	85%	86%	-	-	-
			- This Assumes that 51% of Administrative Expense is allocated to Program Services.		

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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	57,790.84	57,003.42	55,985.59	(1,017.83)
March	60,628.69	48,407.00	45,759.47	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	75,843.67	4,853.17
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	73,261.67	(5,887.84)
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	74,653.84	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	83,015.69		
December	63,034.80	57,660.16	78,178.74	65,209.24	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	\$ 335,943.65	\$ (11,555.55)
12 mnths of 2013		925,868.36	12 mnths 2014	994,671.58	12 mnths 2015	1,021,403.69		12 mnths 2016	1,031,564.35		
12 mnths of 2012		957,010.93	12 mnths 2013	925,868.36	12 mnths 2014	994,671.58		12 mnths 2015	1,021,403.69		
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							

Visit **HAGERSTOWN** & Washington County, Maryland

April 11, 2017

Board of County Commissioners
Washington County Maryland
100 west Washington Street, Room 226
Hagerstown, MD 21740

To the Board of County Commissioners,

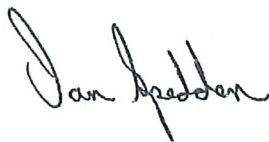
The President and Board of Directors of the Hagerstown/Washington County Convention and Visitors Bureau are in full support of the development of a recreational trail on the rail corridor alignment of the former Washington County Railroad in Washington County Maryland. We have had a very positive experience with Recreational Trails in Washington County.

Recreational Trails are important to the overall strategy for economic development and revitalization. Visitors to our trails build and strengthen local business. The Appalachian Trail, C&O Canal tow path, and the Western Maryland Rail Trail have provided opportunities for construction and maintenance, rentals, shuttles, guided tours, historic preservation, lodging, and dining that have added millions of dollars to our economy.

Recreational Trails are also a valuable quality of life amenity for Washington County residents. Trails promote healthy life styles, preserve scenic quality, improve pedestrian and cyclist safety, and improve home and property values.

The CVB encourages the Board of County Commissioners to pursue the development of the Washington County Railroad corridor to improve the quality of life for our citizens and to grow and revitalize our economy.

Sincerely Yours,



Dan Spedden, President

Katie's Bio

Katie began her career in sales immediately after college. She spent the first 4 years working as an account representative for Thermo Fisher at Johns Hopkins selling laboratory and research supplies. In

2005, she returned to Hagerstown to work for Shire Pharmaceuticals calling on local medical professionals. With more than ten years of sales experience in the healthcare and life sciences industry, Katie provides comprehensive insurance coverage solutions for both small and large businesses utilizing a network of over 50 insurance carriers to ensure each business owner's specific needs are met. This

includes Property and Liability, Workers Compensation, Commercial Auto, Business Owners, and Umbrella Liability Insurance. Katie is a 1998 graduate of St. Maria Goretti High School, and a 2002 graduate of Mount St. Mary's University. She has obtained her MBA in 2006 from University of Maryland

University College. She is currently a part of Leadership Washington County, and a member of the Washington County Chamber of Commerce and Sunrise Rotary club. She is also a board member of the Ontrack initiative, Mason Dixon Boy Scouts and Paramount PTA. She is a wife and mother of two young boys and active member of St. Ann's Catholic Church.

Katie Snook-Clutz
301-302-8233
katie@ksiinc.com



CVB BOARD REPORT**May 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
Spring Front Lines Member FAM	Hagerstown, MD	April 11
Fire Starter Brands	Toronto Sales Mission	May 9

UPCOMING SALES ACTIVITIES

IPW Pre-FAM Tour	Hagerstown, MD	May 31
IPW	Washington, D.C.	June 3-8
IPW Post-FAM Tour	Hagerstown, MD	June 8-9
Maryland Association of Counties	Ocean City, MD	August 15-19
Student Youth Travel Association (SYTA)	Albuquerque, NM	August 25-28
Spotlight on the Mid-Atlantic	Baltimore, MD	October 27-29

STR REPORT*March 2017, See Attached*

Occupancy was down this March over last March, by -3.7%

Occupancy YTD we are ahead of last year by 0.1%

Average Rate increased 5.4 % for March 2017 over March 2016

Average Rate YTD Rate increased 1.4% overall

Revenue per Available Room (RevPAR) was up 1.5% this past March

RevPAR YTD is up 1.5% over last year

SALES SPOTLIGHT

- USA Cycling Bid Award Announced
- USA Cycling will be returning for a visit on June 16th to examine the downtown Crit Course
- Preparing for IPW17 in Washington DC
 - Engaged South Mountain Cannon Detachment with Living Historians, Antietam Brewery for June 3rd, MD Welcomes the World Event
 - Three days Pre-Scheduled Appointments
 - Two Familiarization: May 31st and June 8th
 - Big Cork Vineyards Official Wine Provider for Closing Night, June 7th at Nationals Ballpark
- Coordinating Support Services for the MD Community Band Festival, Williamsport, June 10 & 11
- Attended the Rededication of Burnside Bridge at Antietam National Battlefield & the Ground-Breaking Ceremony for the Conococheague Aqueduct Restoration
- Provided support to the PA Canal Society for their overnight tour of the C&O Canal
- Attended a strategic planning session with County Marketing Regarding MACO 2017
- Coordinated Visit Hagerstown Exhibitions for National Travel & Tourism Week Celebrations at Emmitsburg Welcome Center and I-70 West bound in partnership with MD Office of Tourism
- Attendant Student Youth Travel Association Social, Baltimore, MD
 - One- One with Association Executive Director & Membership
 - Both Interested in visiting Hagerstown to become more familiarized with the region for student tour groups
- HWCHA Student Education Initiative Planning

Tab 2 - Trend Hagerstown, MD+

Currency: USD - US Dollar

Hagerstown MD CVB

For the Month of March 2017

Occupancy (%)	2017	Year To Date	Running 12 Months
	Mar		
This Year	58.0	52.8	64.0
Last Year	60.3	54.8	63.9
Percent Change	-3.7	-3.7	0.1

ADR	2017	Year To Date	Running 12 Months
	Mar		
This Year	79.30	79.62	80.22
Last Year	76.63	75.57	79.08
Percent Change	3.5	5.4	1.4

RevPAR	2017	Year To Date	Running 12 Months
	Mar		
This Year	46.00	42.00	51.33
Last Year	46.18	41.40	50.57
Percent Change	-0.4	1.5	1.5

Supply	2017	Year To Date	Running 12 Months
	Mar		
This Year	54,095	157,050	636,925
Last Year	54,095	157,050	636,925
Percent Change	0.0	0.0	0.0

Demand	2017	Year To Date	Running 12 Months
	Mar		
This Year	31,379	82,848	407,518
Last Year	32,599	86,035	407,303
Percent Change	-3.7	-3.7	0.1

Revenue	2017	Year To Date	Running 12 Months
	Mar		
This Year	2,488,244	6,596,288	32,691,325
Last Year	2,497,984	6,501,958	32,209,305
Percent Change	-0.4	1.5	1.5

Census %	2017
	Mar
Census Props	19
Census Rooms	1745
% Rooms Participants	88.5

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WEBSITE, DIGITAL & SOCIAL:

- March and April: Digital ad results are from 2x to 8x the national average for click throughs (Hotels, B&B, Suns Campaigns)
- Daily social posts: engagement is growing with addition of videos and guest bloggers
- Guest blogger Tim Snyder, C&O Canal Historian, The History of the Conococheague posted
- Ran digital ad campaigns for National Tourism Week and National Parks Week
- SEO: Soliciting topic-experts for blog posts in coming months

MOBILE APP:

- Planned installation sites for beacons on the trail with City Staff and Hub City Mobile
- Working with Erin Anderson on scripts and pop-up video for stops along the way of each trail
- App Stats for past 30 days:
 - 2,470 pageviews
 - 399 launches of the app
 - 227 unique sessions
 - 47 new downloads
 - 801 total downloads
 - 59% iOS, 41% Android
 - Most popular day is Sunday, then Friday
 - Average time spent in app is 1-3 minutes

ADVERTISING: Ad placements in following publications:

Baltimore Sun	Leisure Group Travel	SEEN Magazine
Blue Ridge Outdoors	Mountain Discoveries	Southern Living
Blues Fest	Mountain Maryland Events	Thunder Roads Mid Atlantic
C&O Canal Mobile App	MD DNR Fishing Guide	Toronto Blue Jays Spring
Cincinnati Magazine	MD Brew Pubs	MD Assn of Campgrounds
Cleveland Magazine	MD Public Television Program	USA Today National Parks
Columbus Magazine	Pittsburgh Magazine	Washington Nats Year Book
Eastern Home & Travel	Preservation Magazine	Washington Post
Group Tour Magazine	Recreation News	

PR/COMMUNICATIONS:

- Issued Media Releases on behalf of: African American Heritage Society, Cultural Trail to travel media, Boonsboro 225th, Museum Ramble, National Tour & Travel Week, USA Cycling
- Hosted Malerie Cohen-Yolen of Huff Post and Getaway Mavens
- Arranged interviews for Dan re: USA Cycling announcement with local media
- Made video of the media announcement and posted across social media channels
- Met with Antietam Brewery to discuss ribbon cutting on June 9, 3pm
- Created PR Banner for use at local events

CULTURAL TRAIL:

- Assisted with curating submissions of photography for Faces of Hagerstown
- Served as judge on Faces of Hagerstown Photography selection panel
- Working with WMAR for an On the Go Segment on June 16th

BROCHURES:

- Collecting new and updated info for the Museums & Historic Sites brochure with Washington County Association of Museums and Historical Sites

VIDEOS:

- Created "Five National Parks" Video; posted to You Tube and Facebook

CVB Board Report

April/May, 2017

Jolene Thomas, Director of Operations/Membership

MEMBERSHIP

- New CVB Member:
 - ✓ Nick's Airport Inn – Anatasia Tiches

- National Travel and Tourism Week
 - ✓ Invited members to participate in offering promotions during tourism week as a customer appreciation celebration
 - Created flyers of each offer for members to display
 - Place offers on CVB website
 - Promote through several media sources
 - Betsy and Audrey were very helpful.

 - ✓ Organized a L.O.L. (learning over lunch) seminar on May 10
 - ✓ Organized the member Spring Social at Seven Ten on May 11

OPERATIONS

- Attend C&O Canal Conococheague Aqueduct Groundbreaking ceremony.
- Auditors
 - ✓ Pre-audit: Gathered supporting documents together in preparation for auditors to review.
 - ✓ Worked closely with the auditors from Smith, Elliott, Kearns & Co. for a few days being available to answer questions, help them perform their analytical procedures, obtained grant agreements with the state, review procedures and expenses, and cash receipt, payroll and cash disbursement narratives. Provided list of revenue collected for memberships and Visitor Guide ad sales, and updated inventory list.
 - ✓ Prepared audit confirmations for the bank, county, and legal.

VISITOR WELCOME CENTER

- Organized Welcome Center Fam Tour to Funkstown on April 6. Stopped at several CVB member businesses to experience first-hand what a visitor could do while visiting the town.
- Work with CVB team to select pictures for Visitor Welcome Center window displays.
- Work closely with City on light fixture install and Adler Display's project coordinator.