



MEETING of the BOARD OF DIRECTORS

AGENDA

USMH Hospitality Center
February 26, 2020
9:00 a.m.

Call to Order	D. Spedden
Roll Call	J. Thomas
Approval of Minutes	D. Spedden
Financial Report	D. Spedden
Executive Committee	D. Spedden
a. CVB Board	
b. Sales Position	
New Business	D. Spedden
a. New Members	
b. Stadium Update	
Q&A with Staff	Staff
Adjournment	D. Spedden

Upcoming CVB Events:

March 25 – Executive Committee and CVB Board

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**

October 23, 2019

9:00AM

Homewood Suites

MINUTES

PRESENT: Al Martin, Treasurer; Sila Alegret-Bartel, Mary Anne Burke, Katie Clutz, Leslie Hart, Angie Hummer, Racha Iskandarani, Rebecca Massie Lane, Travis Painter, Amanda Rankin, Jeannie Ridenour

ABSENT: Tiffany Ahalt, Mary Ironside, Teri Leiter, Julie Rohm, Andrew Sargent, Julie Rohm

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

TOPIC: **Minutes of August 28, 2019**

MOTION: To approve the minutes of the May 22, 2019, Board of Directors Meeting, as presented.

1st Sila Alegret-Bartel, 2nd Amanda Rankin

ACTION: Approved

TOPIC: **Financial Report**

DISCUSSION: The September 30, 2019, Financial Statement was reviewed with the Board of Directors. CVB is ahead of budget by \$49K and comparatively ahead of last year by \$64K.

MOTION: To accept the September 30, 2019, Financial Report, as presented.

ACTION: Approved

TOPIC: **New Members**

MOTION: To approve the list of new CVB members, as presented.

1st Mary Anne Burke, 2nd Angie Hummer

ACTION: Approved

TOPIC: **Advisory Board**

DISCUSSION: Dan Spedden shared with the board that Stephanie Basalik and Joyce Stanley were resigning from the Advisory Board.

MOTION: To accept the resignations

1st Al Martin, 2nd Travis Painter

ACTION: Approved

TOPIC: **Bylaws**
DISCUSSIONS: No suggested changes to the Bylaws were submitted for consideration, so they will be presented at the Annual Membership Meeting on December 5, 2019, as is.

TOPIC: **Budget 2020**
DISCUSSION: Dan Spedden reviewed the proposed 2020 Budget with the Board.
MOTION: To approve the Budget for 2020, with the exception of removing Capital Expenditure as an Operations Expense and having its own line; and updating the current year column of revenue and expenses.

1st Rebecca Massie Lane, 2nd Al Martin
ACTION: Approved

ADJOURNMENT

Al Martin, Treasurer
Jolene Thomas, Recording Secretary

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

MINUTES

The Maryland Theatre

December 4, 2019

MEMBERS Al Martin, Treasurer; Rebecca Massie Lane, Secretary; Angie Hummer, Immediate Past Chair; Tiffany Ahalt, Sila Alegret-Bartel, Christine Bartles, Keith Baumbach, Marcie Baumbach, Bob Becker, Kaitlin Bell, Julie Bellemare, Eileen Berger, Pieter Bickford, Deborah Bittinger, Jan Borell, Kristin Bowl, Robert Brechbill, Autumn Brown, Mary Anne Burke, Tom Burton, John Canan, Kitty Clark, Scott Coleman, Mia Collins, Emily Conrad, Vernell Doyle, Tim Doyle, Rachel Doyle, Kirk Downey, Brittney Foertschbeck, Paul Frey, Stacey Gatrell, Amy Gibson, Heidi Glatfelter Schlag, Jessica Green, Michael Harp, Kathy Harple, Rose Harris, Leslie Hart, Hannah Haught, Nicki Helmick, David Henneberger, Karen Heyser Paone, Charissa Hipp, Emily Huebner, Teresa Hutchens, Racha Iskandarani, Joanna Jennings, Mary Johnson, Ross Jones, Cindy Kauffman, Richard Keesecker, Beverly Kipe, Joan Knode, Tearza Knode, Bill Knode, Vickie Layton, Audi Ledbedda, Wallace Lee, Teri Leiter, Jillian MacMaster, Jennifer Marsh, Barry Martin, Karen Martin, Vicki Martin, Tim McDulin, Gaye McGovern, George Messner, Vicki Messner, Lauren Metz, Kurtis Meyers, George Michael, Randy Morral, Charles Mzingo, Connie Mzingo, Keelie Newbold, Rachel Nichols, John Noel, Mary Ny-Borell, Laura Oates, Kay Osmer, Travis Painter, Jonathan Parrish, Julie Pippel, Carolyn Raber, Amanda Rankin, Donna Rastelli, Liz Renner, Matt Riley, Julie Rohm, Sarah Roth, Cindy Rowe, Scott Ruble, Church Schwalbe, John Seburn, Liz Shatto, Angela Shelley, Bill Skomski, Nora Slick, Janeen Solberg, Janette Spedden, Donnie Stotelmyer, Katie Stover, Robyn Sumner, Natoma Vargason, Bruce Wilder, Selena Wilkes, Mark Wishnow, Susanne Woodring, Josh Youngbar, Robin Zanotti

INVITEES Jeff Cline, President Washington County Commissioners; Paul Corderman, Maryland State Delegate; Austin Heffernan, City of Hagerstown Commissioner; Howard Long, Mayor of Boonsboro; Shelly McIntire, City of Hagerstown Commissioner; Cort Meinelschmidt, Washington County Commissioner, Tom Riford, Assistant Secretary of Commerce; Ralph Salvagno, Mayor of Hancock; Robin Summerfield, Rep for Senator Ben Cardin; Ruth Toomey, Maryland Tourism Coalition,

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

EMMY AWARD WINNING VIDEO

HighRock Vice President Katie Stover, HighRock video director Josh Youngbar and HighRock marketing executive Pieter Bickford, received the award. The film starred local Rap Artist Spencer Jackson. HighRock Vice President Katie Stover said the seed for the film was planted when State Sen. Andrew Serafini, suggested that a marketing message be developed to motivate the community about the downtown revitalization projects. (Video was shown)

MARYLAND TOURISM COALITION AWARDS

Ruth Toomey, of the Maryland Tourism Coalition, presented the “Best New Product Award” to several organizations who were involved in the development of the C&O Canal restoration project. The CVB submitted the project for an award and received it earlier at the Maryland Travel and Tourism Summit.

WELCOME, INTRODUCTION OF DIGNITARIES, AND CVB BOARD OF DIRECTORS AND ADVISORY BOARD

CALL TO ORDER

BYLAWS

Dan Spedden advised the Membership there were no amendments to the current Bylaws of the Hagerstown-Washington County Convention & Visitors Bureau, and they would stand as is, through 2020.

FINANCIAL REVIEW

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

VIDEO – “Antietam Campaign”

YEAR IN REVIEW AND PLANS FOR 2020

Dan Spedden, President of Visit Hagerstown, presented an overview of the CVB’s development during 2019 and plans for 2020.

20TH ANNIVERSARY MEMBERS

Nineteen (19) 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.

RECOGNITION

Dan Spedden gave special recognition to Rebecca Massie Lane in appreciation for her 10 years of service on the CVB’s Board of Directors and Executive Committee.

DOOR PRIZE DRAWINGS

ADJOURNMENT

Dan Spedden, President
Al Martin, Treasurer
Rebecca Massie Lane, Secretary
Jolene Thomas, Recording Secretary

Washington County, Maryland Convention & Visitors Bureau
Statement of Financial Position
As of January 31, 2020

	Jan 31, 20	Jan 31, 19	\$ Change	% Change
ASSETS				
Current Assets				
Checking/Savings				
104 · Cash BB&T - Operating	34,081.82	49,457.32	-15,375.50	-31.1%
105 · Cash BB&T - Payroll Reserve	1,310.83	1,310.54	0.29	0.0%
106 · Cash BB&T - PR	2,278.23	1,151.88	1,126.35	97.8%
107 · Cash BB&T - Operating Reserve	104,637.16	77,553.09	27,084.07	34.9%
108 · Cash Visitors Center	450.00	450.00	0.00	0.0%
Total Checking/Savings	142,758.04	129,922.83	12,835.21	9.9%
Other Current Assets				
122 · Lodging Tax Recievable	72,100.55	65,077.18	7,023.37	10.8%
131 · Inventory - Gift Shop	10,801.67	10,452.38	349.29	3.3%
Total Other Current Assets	82,902.22	75,529.56	7,372.66	9.8%
Total Current Assets	225,660.26	205,452.39	20,207.87	9.8%
Fixed Assets				
153 · Office Equipment	72,658.84	66,382.01	6,276.83	9.5%
157 · Leasehold Improvements	33,236.38	33,236.38	0.00	0.0%
163 · Accum Depr- Office Equipment	-51,923.73	-49,704.20	-5,219.55	-11.2%
167 · Accum Depr-Leasehold Impr	-20,983.67	-19,523.78	-1,939.89	-10.2%
Total Fixed Assets	32,987.80	33,870.41	-882.61	-2.6%
TOTAL ASSETS	258,648.06	239,322.80	19,325.26	8.1%
LIABILITIES & EQUITY				
Liabilities				
Current Liabilities				
Accounts Payable				
203 · Accounts Payable	31,496.40	27,109.53	4,386.87	16.2%
Total Accounts Payable	31,496.40	27,109.53	4,386.87	16.2%
Other Current Liabilities				
221 · Sales Tax Payable	33.72	46.34	-12.62	-27.2%
222 · Accrued Salaries - Benefits	19,229.02	18,461.48	767.54	4.2%
227 · Accrued Vacation	6,226.28	6,226.28	0.00	0.0%
Total Other Current Liabilities	25,489.02	24,734.10	754.92	3.1%
Total Current Liabilities	56,985.42	51,843.63	5,141.79	9.9%
Total Liabilities	56,985.42	51,843.63	5,141.79	9.9%
Equity				
290 · Fund Balance	206,772.05	177,167.11	29,604.94	16.7%
Net Income	-5,109.41	10,312.06	-15,421.47	-149.6%
Total Equity	201,662.64	187,479.17	14,183.47	7.6%
TOTAL LIABILITIES & EQUITY	258,648.06	239,322.80	19,325.26	8.1%

Washington County, Maryland Convention & Visitors Bureau, Inc.									
Accountants Report/Discussion Points - Executive Board									
January 31, 2020									
	Jan 2020	Jan 2019	Year to Year	Current	Jan 2020				
	Year	Prior	Variance	Year	Year	YTD	Variance	Budget	YTD Variance
	To Date	YTD		Budget	To Budget				To Budget
1) REVENUE:									
Lodging Tax Revenue	72,100.55	65,077.18	7,023.37	80,000.00	(7,899.45)				
Grants	-	-	-	-	-				
Memberships	-	19,830.00	(19,830.00)	950.00	(950.00)				
Member Activities	-	-	-	-	-				
Visitor Guide	37,412.00	29,179.13	8,232.87	30,000.00	7,412.00				
Publication Advertising	-	-	-	-	-				
Advertising Co-ops	-	-	-	-	-				
Vacation Value Pass	-	-	-	-	-				
Gift Shop Sales	872.62	773.93	98.69	900.00	(27.38)				
Sponsorships	-	-	-	-	-				
Miscellaneous Revenue	5.39	4.71	0.68	-	5.39				
Ticket Sale Commissions	-	-	-	-	-				
Illuminations	-	-	-	-	-				
Interest Income	0.81	15.32	(14.51)	15.00	(14.19)				
Loss on disposal of assets	-	-	-	-	-				
TOTAL REVENUE	110,391.37	114,880.27	(4,488.90)	111,865.00	(1,473.63)				
Total Administrative Expense	65,519.17	56,262.13	9,257.04	48,160.00	17,359.17				
Total Operating Expense	11,593.64	11,411.41	182.23	12,541.00	(947.36)				
Promotional Programs:									
Advertising	24,424.55	24,388.50	36.05	22,600.00	1,824.55				
Sales	1,233.11	2,603.88	(1,370.77)	9,065.00	(7,831.89)				
Public Relations	2,657.66	5,586.27	(2,928.61)	3,550.00	(892.34)				
Publications	1,035.65	1,006.02	29.63	325.00	710.65				
Product Development	800.00	-	800.00	-	800.00				
Member Relations	500.00	-	500.00	250.00	250.00				
Other Promotional Programs	7,737.00	3,310.00	4,427.00	9,360.00	(1,623.00)				
Total Promotional Programs	38,387.97	36,894.67	1,493.30	45,150.00	(6,762.03)				
TOTAL EXPENSES	115,500.78	104,568.21	10,932.57	105,851.00	9,649.78				
NET SURPLUS (DEFICIT)	(5,109.41)	10,312.06	(15,421.47)	6,014.00	(11,123.41)				
Expenses grouped by functional category:									
Program Services	83,396.39	76,999.77	-	-	-				
Management & General	32,104.39	27,568.44	-	-	-				
	115,500.78	104,568.21							
Program Service % age	72%	74%							

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

2010 - 2019											
This reflects the ACTUAL MONTH RECEIVED - CASH BASIS											
	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2020 Change
January	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	87,658.08	9,738.13
February	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	72,100.55	7,023.37
March	44,841.39	52,964.84	57,032.25	54,049.77	56,247.52	56,433.17	62,015.27	63,139.50	65,839.16		
April	56,052.59	56,810.97	59,556.03	73,737.56	75,308.62	70,990.50	75,843.67	64,852.20	77,755.71		
May	60,122.37	85,258.29	70,485.79	74,192.08	81,108.16	79,149.51	73,261.67	82,132.79	91,379.88		
June	65,096.95	77,905.19	74,805.87	80,166.19	87,765.22	86,386.23	86,997.98	94,991.50	97,919.16		
July	114,772.53	89,682.15	87,470.87	96,526.37	100,135.61	108,095.75	103,935.74	127,296.55	106,702.85		
August	93,345.17	104,757.06	99,564.46	105,994.01	108,801.61	105,121.32	103,712.96	107,924.58	129,609.50		
September	89,440.36	93,510.33	103,481.11	108,753.10	104,693.43	106,954.09	109,878.67	124,891.18	121,973.79		
October	88,201.31	92,492.59	92,604.23	99,333.60	101,208.40	100,509.04	96,044.50	105,131.29	108,135.15		
November	73,126.18	84,786.05	78,575.93	85,858.49	87,280.18	83,015.59	89,890.55	100,460.95	97,600.47		
December	65,208.24	93,257.89	77,232.22	87,264.92	85,115.58	93,983.13	100,143.98	102,655.62	98,368.15		
ANNUAL TOT	\$ 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	\$ 1,138,280.95	\$ 159,758.63	\$ 16,761.50
		12 mths 2017	1,026,548.03	12 mths 2018	1,109,383.05	12 mths 2019	1,138,280.95			2 mths 2020	159,758.63
		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
		Decrease \$\$	(5,016.32)	Increase \$\$	82,835.02	Increase \$\$	28,897.90			Increase \$\$	16,761.50
		Decrease %	-0.49%	Increase %	8.07%	Increase %	2.60%			Increase %	11.72%
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						
				2010	\$ 815,485.70						

NEW MEMBERS**UNO Pizzeria & Grill**

Rick Shutt
17734 Garland Groh Blvd.
Hagerstown, MD 21740
240-420-1919
9212.unos.com

NEWS TALK 103.7FM

Patrick Ryan
37 South Main Street
Chambersburg, PA 17201
877-709-1037
www.newstalk1037fm.com

Susie Morgan Design

Susie Morgan
10802 Gas House Pike
New Market, MD 21774
301-491-8833
susiemode.com

WiYNN Marketing

Brad Turner
PO Box 384
Williamsport, MD 21759
301-331-4522
wiynnmarketing.com

C&O Taco

Amber and Mike Torres
45 South Potomac Street
Hagerstown, MD 21740
301-991-7962

Visit HAGERSTOWN & Washington County, Maryland

February 21, 2020

Washington County Delegation
House Office Building
6 Bladen Street
Room 406
Annapolis, MD 21741

Dear Delegation Members,

The Hagerstown/Washington County Convention and Visitors Bureau is supportive of HB1598. This bill would enable the Hagerstown-Washington County Industrial Foundation (CHIEF) to access a portion of the Washington County Hotel Rental Tax and utilize those funds to create development opportunities within the Washington County.

HB1598 would ensure that Washington County, the respective Municipalities, and Visit Hagerstown are funded at comparable levels as in years past while including CHIEF as the third recipient of funds. CHIEF would work to reinvest tourism tax dollars locally, partner in catalytic projects to spur additional economic opportunities, and ultimately increase our community's tax base. Achieving these goals will aid in our ability to meet public safety and education obligations, which must be fulfilled by government.

I urge the Washington County Delegation to support this initiative. Both citizens and businesses will benefit greatly from the economic development that will occur as a result of this collaborative approach. Thank you.

Regards,

HOUSE BILL 1598

Q8

0lr3056

By: **Delegate Corderman**

Introduced and read first time: February 14, 2020

Assigned to: Rules and Executive Nominations

A BILL ENTITLED

1 AN ACT concerning

2 **Washington County – Hotel Rental Tax – Rate and Distribution of Revenue**

3 FOR the purpose of altering the hotel rental tax rate in Washington County; altering the
4 portion of hotel rental tax revenue in Washington County that is distributed to
5 certain funds for certain purposes; altering the uses of a certain special fund that
6 receives a portion of hotel rental tax revenue in Washington County; requiring a
7 certain portion of hotel rental tax revenue in Washington County to be distributed
8 to the Hagerstown/Washington County Industrial Foundation for certain purposes;
9 requiring the Hagerstown/Washington County Industrial Foundation to submit a
10 certain report to the County Commissioners of Washington County on or before a
11 certain date each year; and generally relating to the Washington County hotel rental
12 tax.

13 BY repealing and reenacting, with amendments,

14 Article – Local Government
15 Section 20–405(d) and 20–421
16 Annotated Code of Maryland
17 (2013 Volume and 2019 Supplement)

18 SECTION 1. BE IT ENACTED BY THE GENERAL ASSEMBLY OF MARYLAND,
19 That the Laws of Maryland read as follows:

20 **Article – Local Government**

21 20–405.

22 (d) The hotel rental tax rate in Washington County is [6%] **\$8.50 PER ROOM**
23 **PER NIGHT.**

24 20–421.

EXPLANATION: CAPITALS INDICATE MATTER ADDED TO EXISTING LAW.

[Brackets] indicate matter deleted from existing law.



1 (a) Washington County shall distribute the hotel rental tax revenue as follows:

2 (1) **[50%] 25%** to the general fund of the county to be used to fund the
3 Hagerstown/Washington County Convention and Visitors Bureau; **[and]**

4 (2) **[the remaining balance] 25%** to a special fund to be used **[only]** to:

5 (i) cover costs for wages, postage, supplies, and legal fees incurred
6 in administering the hotel rental tax;

7 (ii) develop tourism attractions;

8 (iii) enhance economic development; **[and]**

9 (iv) support cultural and recreational projects in Washington
10 County; **AND**

11 (v) **ENHANCE THE OVERALL QUALITY OF LIFE IN WASHINGTON**
12 **COUNTY; AND**

13 (3) **50% TO THE HAGERSTOWN/WASHINGTON COUNTY INDUSTRIAL**
14 **FOUNDATION TO INITIATE, DEVELOP, AND COORDINATE PUBLIC OR**
15 **PUBLIC-PRIVATE DEVELOPMENT PROJECTS IN WASHINGTON COUNTY THAT**
16 **RELATE ONLY TO:**

17 (I) **DEVELOPING TOURISM ATTRACTIONS;**

18 (II) **ENHANCING ECONOMIC DEVELOPMENT; AND**

19 (III) **SUPPORTING CULTURAL AND RECREATIONAL PROJECTS IN**
20 **WASHINGTON COUNTY.**

21 (b) A municipality in Washington County may apply to the County
22 Commissioners of Washington County for funding from the special fund established under
23 subsection (a)(2) of this section for an eligible project within the municipality.

24 (c) Each year before adoption of its annual budget, the Hagerstown/Washington
25 County Convention and Visitors Bureau shall hold a public hearing on the proposed annual
26 budget.

27 (d) On or before November 1 of each year:

28 (1) the County Commissioners of Washington County shall post on the
29 county's Web site a report on the hotel rental tax revenue collected and the use of the hotel

1 rental tax revenue for the previous fiscal year; and

2 (2) the Hagerstown/Washington County Convention and Visitors Bureau
3 shall report to the County Commissioners of Washington County on the Bureau's use of the
4 hotel rental tax revenue for the previous fiscal year.

5 **(E) ON OR BEFORE SEPTEMBER 1 EACH YEAR, BEGINNING IN 2021, THE**
6 **HAGERSTOWN/WASHINGTON COUNTY INDUSTRIAL FOUNDATION SHALL SUBMIT A**
7 **REPORT TO THE COUNTY COMMISSIONERS OF WASHINGTON COUNTY ON THE**
8 **FOUNDATION'S USE OF THE HOTEL RENTAL TAX REVENUE FOR THE PREVIOUS**
9 **FISCAL YEAR.**

10 SECTION 2. AND BE IT FURTHER ENACTED, That this Act shall take effect July
11 1, 2020.