



MEETING of the BOARD OF DIRECTORS

AGENDA

Buro Box
March 27, 2018
9:30am

Call to Order	A. Hummer
Roll Call	J. Thomas
Approval of Minutes	A. Hummer
Financial Report	A. Martin
Executive Committee	D. Spedden
a. Lease	
b. Personnel Policy	
New Business	D. Spedden
Q&A with Staff	Staff
Adjournment	D. Spedden

Next Board Meeting: May 24, 2018 – 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.

**HAGERSTOWN/WASHINGTON COUNTY CONVENTION &
VISITORS BUREAU BOARD OF DIRECTORS
February 8, 2018
9:00am
Chamber of Commerce**

MINUTES

PRESENT: Angie Hummer, Chair; Katie Clutz, Mary Anne Burke, Teri Leiter, Travis Painter, Julie Rohm, Andrew Sargent, Joyce Stanley

ABSENT: Sila Alegret-Bartel, Francine Donachie, Jeff Garland, Mary Ironside, Al Martin, Rebecca Massie-Lane, Jeannie Ridenour

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

ROLL CALL

TOPIC: **New Members**

MOTION: Approve list of new CVB Members. (Copy on file) 1st, Julie Rohm, 2nd Katie Clutz

ACTION: Approved

TOPIC: **Letters of Support – Doleman and Elmwood Farm**

DISCUSSION: Dan Spedden presented two (2) Letters of Support for the board to consider. The first was to the Mayor and Council for the Doleman Black Heritage Museum who is seeking grant funding through the Maryland Department of Housing and Community Development to purchase property off Pennsylvania Avenue. The second was to the Board of Zoning Appeals on behalf of Elmwood Farms Bed and Breakfast for a variance change.

MOTION: To approve the Letter of Support, as presented (copies on file). 1st Julie Rohm, 2nd Travis Painter

ACTION: Approved

TOPIC: **Board of Directors – Resignation**

DISCUSSION: Dan Spedden shared an email from Rod McIntyre who is officially resigning from the Board of Directors because he sold his business and no longer a part of the Restaurant and Beverage Association, which holds a position on the CVB Board.

MOTION: To accept Rod McIntyre's resignation from serving on the CVB Board of Directors. 1st Julie Rohm, 2nd Teri Leiter

ACTION: Accepted

TOPIC: Minutes of October 19, 2017, Meeting and December 5, 2017, Annual Membership Meeting
MOTION: Approve the minutes of the October 19, 2017, and Annual Membership Meeting of December 5, 2017, as presented. (Copies on file) 1st Julie Rohm, 2nd Teri Leiter
ACTION: Approved

TOPIC: Financial Report
DISCUSSION: Dan Spedden reviewed the draft financial report for December 31, 2017, with the board.
MOTION: To accept the draft December 31, 2017, Financial Report, as presented. (Copy on file) 1st Travis Painter, 2nd Teri Leiter
ACTION: Accept

TOPIC: House Bill 290 – National Road Museum
DISCUSSION: Dan Spedden informed the board that a bond bill (House Bill 290) for \$100k to assist the National Road Museum in Boonsboro, MD, would be up for a hearing in late February. Mr. Spedden will be soliciting for letters of support.

ADJOURN – 10:05am

Angie Hummer, Chair
Jolene Thomas, Recording Secretary

DIGITAL & SOCIAL:

- Ongoing digital campaigns are still exceeding national averages for click-throughs (Hotels, B&B, Suns Campaigns) for this time period
- Daily social posts across social platforms w/ paid ads campaigns re: USA Cycling
- Adding in a digital campaign for USA Cycling
- Working with Hub City Mobile and City of Hagerstown to promote Blues Fest on the App

MOBILE APP:

- Updating the app with new look
- Adding Blues Fest and USA Cycling details ongoing

ADVERTISING: Ad placements in following publications and websites:

Groups Today	Meredith (BH&G, etc)	Civil War Monitor
Blue Ridge Outdoors	Cleveland Magazine	BISFA Program Guide
Recreation News	Cincinnati Magazine	GAP Trail Guide Map
South Mtn Recreation Area Guide	Banners at Outlets	Washington Post
USA Today-National Parks	Mountain Discoveries	Blue Ridge Outdoors Digital
Blues Fest	Suns Program	

PR/COMMUNICATIONS:

- Issued Media Releases: Award for Tourism Advocate of the Year, for Dan, New Visitor Guide
- Coordinated interviews for Dan and media re: USA Cycling, Tourism Advocate Award
- Coordinated meeting with County Commissioners for the Museums & Historical Site's Ramble

MDOWA Blogger Blast:

- Met with Joe Byers, Dan and Charissa, on March 9th to begin planning this year's Blast, July 12-14
- We will be hosting 20 bloggers in July who will write about outdoor experiences on C&O Canal, Fort Frederick, and other locations in Washington County
- Created Registration Form and Flyer for event

2018 VISITOR GUIDE:

- Coordinated resizing of ads and created several for members
- Worked with WORX and staff on layout, proofing, etc.
- Added additional pages than originally planned
- Guide is here!

BROCHURES:

- Museum Ramble brochure update and printed for WCAMHS
- Revamping the Bridges brochure with local photo-essayist
- Revamping Walking Tours brochure to include the Cultural Trail

USA CYCLING:

- Gathered the Marketing Committee and met on March 7, 2018
- Received marketing plan schedules from Manning, Herald-Mail and County
- Working with Erin Anderson at the City of Hagerstown on video to promote the event
- Created ads for USA Cycling for Social Media paid campaigns for Awareness, Volunteers
- Met with Manning Media and Audrey re: copy on radio commercials
- Worked with Herald Mail on Back Page ad
- Created Herald Mail Block Party Expo flyer
- Discussed Photography with Mark Youngblood who volunteered

CVB Board Report

MARCH 2018

Jolene Thomas, Director of Operations/Membership

MEMBERSHIP

- New CVB Members:
 - ✓ Beaver Creek Inn & Spa
 - ✓ Shepherd's Cove
 - ✓ Hagerstown Home Store
- Membership Growth
 - ✓ 2017 - 308 members
 - ✓ 2016 – 302 members
 - ✓ 2015 – 294 members
- Created “welcome” postcard to send to new businesses that move into our area.
- 2018 Member Event Calendar completed, posted on Visit Hagerstown B2B page on Facebook, and sent with new Visitor Guide.
- Partner Orientation rescheduled for April 25.

PUBLICATIONS

- Prepared mailing of Visitor Guide to each member with a letter indicating what page(s) they are listed.
- Updated several lists of Visitor Guide delivery and shipping locations for Project Works and staff.

USA CYCLING

- Worked with Mike Johnston of M. S. Johnston, Co., Inc. to secure the “Big Bike” display for “Welcome Wednesday” and downtown criterium race during the USAC event.
- USA Cycling logo will be painted on the Hagerstown Suns baseball field.
- Continue updating insurance information with Keller-Stonebraker.

OPERATIONS

- Mailed invoices for 2018 membership renewals with slight increase included.
- Auditors scheduled to begin April 9.

VISITOR WELCOME CENTER

- Coordinated a half-day Welcome Center Fam Trip for Wednesday, April 11.

MEMBER UPCOMING EVENTS

- April 25 - 9:00am-10:30am – Partner Orientation
- April 25 - 2:00pm-3:30pm – Website Audit Workshop
- May 9 – 5:00pm-7:00pm – Spring Social at Seven Ten Bowl

CVB BOARD REPORT

February 2017

Audrey Vargason, Director of Sales

PERFORMED SALES ACTIVITIES

Herald Mail Inspire Expo- USAC Outreach	Hagerstown, MD	April 22
Pennsylvania Bus Association	York, PA	March 25-27
Fire Starter Brands	Ontario Sales Mission	May
Greenfest- USAC Outreach	Boonsboro, MD	May 19
IPW	Denver, CO	May 20 - 24
Destination Gettysburg Buyer FAM	Hagerstown, MD	July 9- 11
USA Cycling Amateur Road Nats	Hagerstown, MD	July 26-29
Wash. Co. New Educators Reception	Williamsport, MD	August
Student Youth Travel Association (SYTA)	Baltimore, MD	August 24- 29
HCWHA- SYTA Post FAM	Washington County	August 29- 30

STR REPORT

February 2018, See Attached

USA CYCLING

- Coordinating local opportunities for outreach to promote USA Cycling to the community to spectate and volunteer
- Completed ARC Grant, Dan to meet with ARC and Dept. of Commerce early April for preliminary review of Grant
- Collaborating with Mainstreet, the Town of Boonsboro and Boonsboro EDC to create hospitality experiences at race venues which will generate \$,2500 in sponsorship from the Boonsboro EDC
- Secured a \$500 sponsorship from Kona Ice, who will be on site all four days of the event.
- Soliciting donations for the Welcome Wednesday Prize Wheel Event
- Kicked off Volunteer Recruitment, sign up today: Visithagerstown.com/volunteer!

SALES SPOTLIGHT

- Attended the Maryland Tourism Coalition Tourism Day and Hagerstown State of the City
- Participating in a Mainstreet Hagerstown Work Session
- Member visit to Century of Songs, Antietam Recreation will be exhibiting at PBA and MMA to promote their attraction to Motor Coach Groups
- Coordinating PBA Exhibit and Exhibit Giveaways- Color & Connect Postcard of the Cultural Trail
- Providing Support to the C&O Canal Association bid on the 2021 World Canal Conference and the C&O Canal National Park for a 50th Anniversary Events: Arranging Site Visits for Venues
- Marketing Student Buyer Familiarization Tour in partnership with Destination Gettysburg that will highlight our student group offerings, the timing of this activity is aligned with SYTA Baltimore.

Tab 2 - Trend Hagerstown, MD+

Hagerstown MD CVB

For the Month of February 2018

Occupancy (%)	2018		Year To Date		Running 12 Months	
	Feb		2018		2018	
This Year	54.9		52.9		64.6	
Last Year	51.0		49.0		64.0	
Percent Change	7.5		8.0		0.9	

ADR	2018		Year To Date		Running 12 Months	
	Feb		2018		2018	
This Year	81.82		81.10		83.58	
Last Year	80.56		80.08		80.04	
Percent Change	1.6		1.3		4.4	

RevPAR	2018		Year To Date		Running 12 Months	
	Feb		2018		2018	
This Year	44.88		42.94		53.96	
Last Year	41.11		39.26		51.24	
Percent Change	9.2		9.4		5.3	

Supply	2018		Year To Date		Running 12 Months	
	Feb		2018		2018	
This Year	49,532		104,371		643,477	
Last Year	48,860		102,955		636,925	
Percent Change	1.4		1.4		1.0	

Demand	2018		Year To Date		Running 12 Months	
	Feb		2018		2018	
This Year	27,171		55,261		415,475	
Last Year	24,934		50,471		407,733	
Percent Change	9.0		9.5		1.9	

Revenue	2018		Year To Date		Running 12 Months	
	Feb		2018		2018	
This Year	2,223,111		4,481,590		34,724,531	
Last Year	2,008,746		4,041,524		32,634,331	
Percent Change	10.7		10.9		6.4	

Census %	2018	
	Feb	
Census Props	19	
Census Rooms	1769	
% Rooms Participants	88.6	

A blank row indicates insufficient data.

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