



## MEETING of the BOARD OF DIRECTORS

### AGENDA

Zoom Conference  
May 20, 2020  
9:30 a.m.

Call to Order	A. Sargent
Roll Call	J. Thomas
Audit Report	SEK, CPAs & Advisors
Approval of Minutes March 25 April 23	A. Sargent
Financial Report	L. Curry
Executive Committee	D. Spedden
a. CVB Board Welcome	
a. Christine Peacock	
b. Lauren Metz	
New Business	D. Spedden
a. Stadium Update	
b. CVB COVID Safety Action Plan	
c. BMX Update	
Q&A with Staff	Staff
Adjournment	A. Sargent

#### Upcoming CVB Events:

June 24 – Executive Committee  
July 22 – Executive Committee  
September 2 – Board of Directors

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.

**TOPIC:** Stadium Update  
**DISCUSSION:** Dan Spedden stated that the Maryland Stadium Authority awarded the contract for Phase 2 Stadium Architectural and Engineering Services work to RK&K, LLP for \$271,500. The budget for this work was \$300,000. RK&K supporting staff includes Populous (the group that completed Phase I of this project last year). The hope is to be complete and provide a final report within 6-9 months.

**TOPIC:** BMX Update  
**DISCUSSION:** Dan Spedden mentioned that the Washington County Commissioners approved \$150,000 towards the improvement of the BMX track. The State approved \$75,000 and another \$10,000 has been pledged by a local company. These funds will upgrade the track, purchase and install lighting, bleachers and more. A bid for the BMX tournament for 2021 will be submitted prior to May 1, 2020.

**TOPIC:** COVID-19  
**DISCUSSION:** Dan Spedden advised the board that due to the corona virus pandemic the downtown Visitor Welcome Center was closed. Staff was asked to stay home for a week, but then they were laid off until further notice. The Maryland Welcome Centers have closed as well.

To assist members during this time, the CVB extended the deadline for membership renewals to July 1, 2020; and Visitor Guide advertisers who hadn't paid in-full were extended until June 1, 2020. The CVB has been staying in touch with members and sharing programs as they become available.

Mr. Spedden has also been trying to apply for a SBA loan and a \$10K grant. The loan may not be used but would like to option of advertising when the pandemic is over and with the board approval.

**TOPIC:** Board of Directors  
**DISCUSSION:** Christine Peacock is the new Director of Sales for the Hampton Inn hotels and it has been recommended that she be invited to join as a member of the Board of Directors.

**MOTION:** To appoint Christine Peacock, Director of Sales at the Hampton Inn, to serve as a member of the CVB Board of Directors. 1<sup>st</sup> Leslie Hart, 2<sup>nd</sup> Angie Hummer.

**ACTION:** Approved

**ADJOURNMENT**

Andrew Sargent, Chair  
Al Martin, Treasurer  
Jolene Thomas, Recording Secretary

**HAGERSTOWN/WASHINGTON COUNTY CONVENTION &  
VISITORS BUREAU BOARD OF DIRECTORS  
April 23, 2020  
Email Vote  
MINUTES**

On April 23, 2020, at 1:32pm, Dan Spedden, President of the Hagerstown/Washington County Convention & Visitors Bureau, requested an email be sent to all members of the Board of Directors.

Motion 1: To accept the City of Hagerstown's recommendation to invite Lauren Metz to serve on the CVB's Board of Directors as their designated appointee. By a vote of ten (10), the motion was approved.

Dan Spedden  
President

Jolene Thomas  
Recording Secretary

Washington County, Maryland Convention & Visitors Bureau, Inc.  
 Accountants Report/Discussion Points  
 April 30, 2020

1)	Total cash on hand @ 04/30/20	135,061.23	112.7% of 1 month expense
	Total cash on hand @ 04/30/19	141,815.94	
	Total cash on hand @ 12/31/19	141,101.67	
	Annual budgeted expenses	1,438,381.00	
	Average monthly budgeted expenses	119,865.08	
2)	Lodging Tax Receivable @ 04/30/20	41,174.27	
	Lodging Tax Receivable @ 04/30/19	<u>91,379.88</u>	
	Decrease	<u>\$ (50,205.61)</u>	
3)	Accounts Payable @ 04/30/20	10,926.11	
	Accounts Payable @ 04/30/19	<u>40,606.58</u>	
	Decrease	<u>\$ (29,680.47)</u>	
4)	Total Liabilities: 4/30/2020	35,353.50	
	4/30/2019	<u>65,495.33</u>	
	Decrease	<u>\$ (30,141.83)</u>	
5)	Current Deficit	(23,632.02)	
	Prior Year Surplus	<u>33,324.73</u>	
	Decrease from prior year	<u>\$ (56,956.75)</u>	
6)	Budgeted deficit @ 04/30/20	(70,610.00)	
	Current Deficit @ 4/30/20	<u>(23,632.02)</u>	
	Ahead of budget	<u>\$ 46,977.98</u>	
P 4 7)	Total Revenue @ 04/30/20	363,441.30	
	Total Revenue @ 04/30/19	<u>488,427.47</u>	
	Decrease	<u>\$ (124,986.17)</u>	
8)	Revenue Received Comparison for the 5 months in 2020		

**Washington County, Maryland Convention & Visitors Bureau**  
**Statement of Financial Position**  
As of April 30, 2020

	Apr 30, 20	Apr 30, 19	\$ Change	% Change
<b>ASSETS</b>				
<b>Current Assets</b>				
<b>Checking/Savings</b>				
104 · Cash BB&T - Operating	27,941.03	31,175.28	-3,234.25	-10.4%
105 · Cash BB&T - Payroll Reserve	1,310.86	1,310.70	0.16	0.0%
106 · Cash BB&T - PR	782.86	1,335.52	-552.66	-41.4%
107 · Cash BB&T - Operating Reserve	104,576.48	107,544.44	-2,967.96	-2.8%
108 · Cash Visitors Center	450.00	450.00	0.00	0.0%
<b>Total Checking/Savings</b>	<b>135,061.23</b>	<b>141,815.94</b>	<b>-6,754.71</b>	<b>-4.8%</b>
<b>Other Current Assets</b>				
122 · Lodging Tax Receivable	41,174.27	91,379.88	-50,205.61	-54.9%
131 · Inventory - Gift Shop	10,801.67	10,452.38	349.29	3.3%
<b>Total Other Current Assets</b>	<b>51,975.94</b>	<b>101,832.26</b>	<b>-49,856.32</b>	<b>-49.0%</b>
<b>Total Current Assets</b>	<b>187,037.17</b>	<b>243,648.20</b>	<b>-56,611.03</b>	<b>-23.2%</b>
<b>Fixed Assets</b>				
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	-52,970.21	-47,750.66	-5,219.55	-10.9%
167 · Accum Depr-Leasehold Impr	-21,468.65	-19,528.76	-1,939.89	-9.9%
<b>Total Fixed Assets</b>	<b>31,456.36</b>	<b>32,338.97</b>	<b>-882.61</b>	<b>-2.7%</b>
<b>TOTAL ASSETS</b>	<b>218,493.53</b>	<b>275,987.17</b>	<b>-57,493.64</b>	<b>-20.8%</b>
<b>LIABILITIES &amp; EQUITY</b>				
<b>Liabilities</b>				
<b>Current Liabilities</b>				
<b>Accounts Payable</b>				
203 · Accounts Payable	10,926.11	40,606.58	-29,680.47	-73.1%
<b>Total Accounts Payable</b>	<b>10,926.11</b>	<b>40,606.58</b>	<b>-29,680.47</b>	<b>-73.1%</b>
<b>Other Current Liabilities</b>				
221 · Sales Tax Payable	89.53	200.99	-111.46	-55.5%
222 · Accrued Salaries & Benefits	19,229.02	18,461.48	767.54	4.2%
227 · Accrued Vacation	5,108.84	6,226.28	-1,117.44	-18.0%
<b>Total Other Current Liabilities</b>	<b>24,427.39</b>	<b>24,888.75</b>	<b>-461.36</b>	<b>-1.9%</b>
<b>Total Current Liabilities</b>	<b>35,353.50</b>	<b>65,495.33</b>	<b>-30,141.83</b>	<b>-46.0%</b>
<b>Total Liabilities</b>	<b>35,353.50</b>	<b>65,495.33</b>	<b>-30,141.83</b>	<b>-46.0%</b>
<b>Equity</b>				
290 · Fund Balance	206,772.05	177,167.11	29,604.94	16.7%
Net Income	-23,632.02	33,324.73	-56,956.75	-170.9%
<b>Total Equity</b>	<b>183,140.03</b>	<b>210,491.84</b>	<b>-27,351.81</b>	<b>-13.0%</b>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>218,493.53</b>	<b>275,987.17</b>	<b>-57,493.64</b>	<b>-20.8%</b>

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

April 30, 2020

	April 2020 Year To Date	April 2019 Prior YTD	Year to Year Variance	Current Year Budget	April 2020 YTD Variance To Budget
1) REVENUE:					
Lodging Tax Revenue	246,253.62	300,051.93	(53,798.31)	300,000.00	(53,746.38)
Grants	53,200.00	-	53,200.00	-	53,200.00
USA Cuchling	-	70,500.00	(70,500.00)	-	-
Memberships	23,138.00	58,794.00	(35,656.00)	40,350.00	(17,212.00)
Member Activities	-	-	-	-	-
Visitor Guide	39,009.42	54,299.31	(15,289.89)	53,500.00	(14,490.58)
Publication Advertising	-	-	-	-	-
Advertising Co-ops	-	-	-	-	-
Vacation Value Pass	-	580.00	(580.00)	-	-
Gift Shop Sales	1,831.71	4,125.69	(2,293.98)	4,900.00	(3,068.29)
Sponsorships	-	-	-	-	-
Miscellaneous Revenue	5.39	4.71	0.68	-	5.39
Ticket Sale Commissions	-	-	-	-	-
Illuminations	-	-	-	-	-
Interest Income	3.16	71.83	(68.67)	60.00	(56.84)
Loss on disposal of assets	-	-	-	-	-
<b>TOTAL REVENUE</b>	<b>363,441.30</b>	<b>488,427.47</b>	<b>(124,986.17)</b>	<b>398,810.00</b>	<b>(35,368.70)</b>
<b>Total Administrative Expense</b>	<b>168,156.99</b>	<b>158,550.63</b>	<b>9,606.36</b>	<b>166,762.00</b>	<b>1,394.99</b>
<b>Total Operating Expense</b>	<b>42,068.81</b>	<b>53,763.45</b>	<b>(11,694.64)</b>	<b>52,975.00</b>	<b>(10,906.19)</b>
Promotional Programs:					
Advertising	71,148.46	103,192.11	(32,043.65)	104,380.00	(33,231.54)
Sales	16,514.21	26,254.84	(9,740.63)	25,480.00	(8,965.79)
Public Relations	8,574.14	23,868.22	(15,294.08)	10,450.00	(1,875.86)
Publications	54,555.12	65,183.79	(10,628.67)	70,713.00	(16,157.88)
Product Development	800.00	-	800.00	-	800.00
Member Relations	862.20	995.00	(132.80)	2,200.00	(1,337.80)
Other Promotional Programs	24,393.39	23,294.70	1,098.69	36,460.00	(12,066.61)
<b>Total Promotional Programs</b>	<b>176,847.52</b>	<b>242,788.66</b>	<b>(65,941.14)</b>	<b>249,683.00</b>	<b>(72,835.48)</b>
<b>TOTAL EXPENSES</b>	<b>387,073.32</b>	<b>455,102.74</b>	<b>(68,029.42)</b>	<b>469,420.00</b>	<b>(82,346.68)</b>
<b>NET SURPLUS (DEFICIT)</b>	<b>(23,632.02)</b>	<b>33,324.73</b>	<b>(56,956.75)</b>	<b>(70,610.00)</b>	<b>46,977.98</b>
Expenses grouped by functional category:					
Program Services	304,676.39	377,412.93	-	-	-
Management & General	82,396.93	77,689.81	-	-	-
	387,073.32	455,102.74	-	-	-
Program Service % age	79%	83%	-	-	-
			- 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												
	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	69,471.98		3,632.82
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	63,506.82		(14,248.89)
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	41,174.27		(50,205.61)
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	85,658.49	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 TO	\$ 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	\$ 333,911.70	\$ (44,060.18)	
		12 mths 2017	1,026,548.03	12 mths 2018	1,109,383.05	12 mths 2019	1,138,280.95			5 mths 2020	333,911.70	
		12 mths 2016	1,031,564.35	12 mths 2017	1,026,548.03	12 mths 2018	1,109,383.05			5 mths 2019	377,971.88	
		Decrease \$\$	(5,016.32)	Increase \$\$	82,835.02	Increase \$\$	28,897.90			Increase \$\$	(44,060.18)	
		Decrease %	-0.49%	Increase %	8.07%	Increase %	2.60%			Increase %	-11.66%	
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	\$ 815,266.26							
	2002	\$ 502,110.33		2008	\$ 779,803.23							
	2003	\$ 463,220.59		2009	\$ 751,738.79							
				2010	\$ 815,485.70							

## CVB COVID-19 SAFETY ACTION PLAN

The below policies are just a starting point and can be updated at any time.

Teleworking will still be in place through all phases of reopening. However, increased hours in the office may be necessary to complete tasks or other business.

### CONTINUE PRACTICING HEALTHY HYGIENE TO REDUCE/PREVENT VIRUS:

- Social distancing
- Wash your hands with soap and water immediately after entering the building, and use hand sanitizer especially after touching frequently used items or surfaces
- Avoid touching your face.
- Sneeze or cough into a tissue, or the inside of your elbow.
- Disinfect frequently used items and surfaces as much as possible.



### FACE MASKS OR FACE COVERINGS

Face masks and/or face coverings will be required in common areas of the office, as well as entering another coworker's work area or when assisting a guest. Mask are not required in your own personal workspace. Guests will be required to wear a mask upon entering the CVB.



### CLEANING AND SANITATION

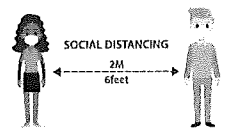
Employees to perform routine, daily cleaning upon arrival at office on objects touched by multiple people and their workspace, such as, but not limited to:

- Doorknob and handrails
- Light switch
- Phone
- Desk
- Keyboard
- Faucet
- Bathroom – toilet handle, faucet, light switch, doorknob (after each use)
- Countertops



### PHYSICAL DISTANCING

Please respect each coworker's space and do not congregate in their work area or use any of their office equipment (i.e. phone, pens, etc.). Try to communicate with each other via phone, digital files, video conferencing.



The office is already divided into individual spaces, so the layout will not be changed.

No face-to-face meetings with other individuals inside or outside of the offices until further review.

### SICKNESS

To protect CVB employees from illness, there will be a daily wellness check, including taking temperature of employee. Also, if you should feel sick or have been around someone who has been sick, please stay home. If you feel sick while at work, please go home. Should an employee test positive for COVID or been around someone who tested positive, we will notify employees so we can immediately act to self-isolate and conduct deep cleaning of the office. If you notice signs that an employee or a customer maybe ill, please share that information.





**VULNERABLE EMPLOYEES**

It is recommended by the CDC that if you are elderly or have a serious underlying health conditions, including high blood pressure, chronic lung disease, diabetes, obesity, asthma, and those whose immune system is compromised such as by chemotherapy for cancer and other conditions requiring such therapy, please stay home.