



MEETING of the BOARD OF DIRECTORS

AGENDA

Zoom Conference
September 2, 2020
9:00 a.m.

Call to Order	A. Sargent
Roll Call	J. Thomas
Approval of Minutes May 20, 2020	A. Sargent
Financial Report	L. Curry
Executive Committee	D. Spedden
a. Wash. Co. CARES Act	
b. Advertising Plan	
c. CVB Board Welcome	
d. Bylaws	
e. CVB Officers	
f. Rail Trail Development	
g. Lacrosse Tournament	
New Business	D. Spedden
a.	
Q&A with Staff	Staff
Adjournment	A. Sargent

Upcoming CVB Events:

September 30 – Executive Committee
October 28 – Executive Committee and 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.

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

May 20, 2020

9:30AM

Virtual Meeting

MINUTES

PRESENT: Andrew Sargent, Chair; Al Martin, Treasurer; Sila Alegret-Bartel, Mary Anne Burke, Katie Clutz, Lester Curry, Leslie Hart, Angie Hummer, Racha Iskandarani, Lauren Metz, Travis Painter, Christine Peacock, Amanda Rankin, Julie Rohm

ABSENT: Mary Ironside, Teri Leiter

STAFF: Dan Spedden, Tiffany Ahalt, Betsy DeVore, Jolene Thomas

ROLL CALL

TOPIC: **2019 Audit Report**

DISCUSSION: Kelly Smith of SEK presented the Audited Financial Report for the period ending December 31, 2019. A clean opinion was given, and no management letter issued, and internal controls are in order. It was suggested that the \$5000 to Miss Maryland be reclassified as an expense.

MOTION: To accept the Audited Financial Statement for the period ending December 31, 2019, as presented by SEK, with the modification of reducing the income by reclassifying \$5000 to Miss Maryland as an expense. 1st Al Marten, 2nd Mary Anne Burke

ACTION: Accepted

TOPIC: **Minutes of March 25 and April 23, 2020**

MOTION: To approve the minutes of the March 25 and April 23, 2020, Board of Directors Meeting, as presented. 1st Sila Alegret-Bartel, 2nd Angie Hummer

ACTION: Approved

TOPIC: **Financial Report**

DISCUSSION: Les Curry reviewed the Financial Statement for the period ending April 30, 2020, with the Board.

MOTION: To accept the April 30, 2020, Financial Report, as presented. 1st Al Martin, 2nd Mary Anne Burke

ACTION: Approved

INTRODUCTIONS Dan Spedden introduced two of the newest Board of Directors, Christine Peacock from Hampton Inns and Lauren Metz from the City of Hagerstown.

TOPIC: MULTI-USE PROJECT

DISCUSSION: Dan Spedden gave a brief update on the multi-use project. Engineering studies and drawings are being done. After Phase 2 is complete, another \$500K will be awarded to the project.

TOPIC: HAGERSTOWN BMX

DISCUSSION: Dan Spedden shared that \$245K in funding has been received from the City of Hagerstown, Washington County Government, and State of Maryland for the purpose of upgrading the BMX track to meet qualifications to host the 2021 USA BMX National Championships. An engineering firm is putting a bid package together for lighting on the track. Tiffany Ahalt will be submitting the bid package for the championships soon. The due date was extended to June 5.

TOPIC: COVID-19

DISCUSSION: Dan Spedden advised the Board that the CVB will not be too quick to reopen its doors. The Visitor Welcome Center is closed and probably will be for a long time. It is completely subsidized by the CVB, and we need revenue to come back first. Fulfillment can be done from the Admin Offices and provide info to travelers from there as well.

TOPIC: ADVERTISING PLAN

DISCUSSION: Dan Spedden shared that the Maryland DMO's were requesting advertising monies from the State grant fund prior to placing ads. Mr. Spedden also submitted a grant for the County's Cares Act program, and it sounds like the CVB has a good chance.

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

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

	Jul 31, 20	Jul 31, 19	\$ Change
ASSETS			
Current Assets			
Checking/Savings			
104 · Cash BB&T - Operating	22,614.90	-2,196.54	24,811.44
105 · Cash BB&T - Payroll Reserve	1,310.89	1,310.77	0.12
106 · Cash BB&T - PR	1,246.86	1,000.00	246.86
107 · Cash BB&T - Operating Reserve	254,416.25	9,761.96	244,654.29
108 · Cash Visitors Center	450.00	450.00	0.00
Total Checking/Savings	280,038.90	10,326.19	269,712.71
Other Current Assets			
122 · Lodging Tax Recievable	73,916.46	129,609.50	-55,693.04
131 · Inventory - Gift Shop	10,801.67	10,452.38	349.29
Total Other Current Assets	84,718.13	140,061.88	-55,343.75
Total Current Assets	364,757.03	150,388.07	214,368.96
Fixed Assets			
153 · Office Equipment	72,683.76	66,382.01	6,301.75
157 · Leasehold Improvements	33,236.38	33,236.38	0.00
163 · Accum Depr- Office Equipment	-54,016.67	-48,797.12	-5,219.55
167 · Accum Depr-Leasehold Impr	-21,953.63	-20,013.74	-1,939.89
Total Fixed Assets	29,949.84	30,807.53	-857.69
TOTAL ASSETS	394,706.87	181,195.60	213,511.27
LIABILITIES & EQUITY			
Liabilities			
Current Liabilities			
Accounts Payable			
203 · Accounts Payable	42,462.95	73,757.09	-31,294.14
Total Accounts Payable	42,462.95	73,757.09	-31,294.14
Other Current Liabilities			
221 · Sales Tax Payable	0.00	79.43	-79.43
222 · Accrued Salaries & Benefits	21,169.02	18,461.48	2,707.54
227 · Accrued Vacation	5,108.84	6,226.28	-1,117.44
245 · Note Payable SBA EIDL Loan	149,900.00	0.00	149,900.00
Total Other Current Liabilities	176,177.86	24,767.19	151,410.67
Total Current Liabilities	218,640.81	98,524.28	120,116.53
Total Liabilities	218,640.81	98,524.28	120,116.53
Equity			
290 · Fund Balance	258,032.05	177,167.11	80,864.94
Net Income	-81,965.99	-94,495.79	12,529.80
Total Equity	176,066.06	82,671.32	93,394.74
TOTAL LIABILITIES & EQUITY	394,706.87	181,195.60	213,511.27

See Accountant's Compilation Report

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

2010 - 2020

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	57,990.64	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	41,203.00	(56,716.16)
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	39,839.02	(66,863.83)
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	73,916.46	(55,693.04)
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 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	\$488,870.18	\$ (223,333.21)
		12 mnths 2017	1,026,548.03	12 mnths 2018	1,109,383.05	12 mnths 2019	1,138,280.95			8 mnths 2020	488,870.18
		12 mnths 2016	1,031,564.35	12 mnths 2017	1,026,548.03	12 mnths 2018	1,109,383.05			8 mnths 2019	712,203.39
		Decrease \$\$	(5,016.32)	Increase \$\$	82,835.02	Increase \$\$	28,897.90			Increase \$\$	(223,333.21)
		Decrease %	-0.49%	Increase %	8.07%	Increase %	2.60%			Increase %	-31.36%
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						