**HAGERSTOWN/WASHINGTON COUNTY CONVENTION &**

**VISITORS BUREAU BOARD OF DIRECTORS**

**September 4, 2024**

**9:00 AM**

**Zoom Meeting**

**MINUTES**

**PRESENT:** Katie Clutz, Chair; Andrew Sargent, Past Chair; Al Martin, Treasurer; Emilie Amt, Brittany Arizmendi, Sila Bartel, David Blenckstone, Jessica Clark, Lester Curry, John Gonano, Sarah Hall, Jonathan Horowitz, Racha Iskandarani, Teri Leiter, Brittany Wedd

**ABSENT:** Jeremy Hulse, Julie Rohm, and Lettie Wilkes

**INVITEES:** Shannon Gray of Gray Research Solutions, and Chris Cavanaugh of Magellan Strategy

**STAFF:** Dan Spedden, President; Tiffany Ahalt, Betsy DeVore, Terri Mulligan, Jolene Thomas

**ROLL CALL**

**TOPIC: Minutes of April 24, 2024, and July 23, 2025**

**MOTION:** To approve the minutes of the April 24 and July 23, 2024, Board of Directors meeting, as presented (Copies on file). 1st Brittany Wedd, 2nd Emilie Amt

**ACTION** Approved

**TOPIC: New Members**

**MOTION:** To accept the list of new CVB members, as presented. 1st Brittany Wedd, 2nd Emilie Amt

**ACTION:** Approved

**TOPIC: Financial Report**

**DISCUSSION:** Al Martin reviewed the Financial Statement for the period ending July 31, 2024, with the Board.

**MOTION:** To accept the Financial Statement for the period ending July 31, 2024, as presented (Copy on file with the minutes). 1st Al Martin, 2nd Teri Leiter.

**ACTION:** Accepted

**TOPIC: Strategic Planning Research Report**

**DISCUSSION:** Shannon Gray, from Gray Research Solutions, presented the findings from months of research based on interviews with meeting planners and sport tournament directors outside the region, as well as surveys conducted with 600 past and potential visitors. The research aimed to assess awareness of Hagerstown and Washington County as a destination and to identify key trends regarding who is staying in or passing through the area. In October, Chris Cavanaugh of Magellan Strategy will facilitate a board workshop to guide the organization in refining its branding and marketing strategy.

**PRESIDENT’S REPORT** Dan Spedden gave a brief report on the Welcome Center. He is still working on obtaining funding from the State and should know by April. Also working on lifting the cap on Maryland Heritage to 12%. Mr. Spedden reported that Visit Harford County’s County Executive is trying to pull tourism back and the CVB Board may need to discuss further. Maryland Motorcoach Association Group Leader Showcase will be here September 23 and 24; DMV Event Planners in the area for a Fam Tour on October 1. Canadian Automobile Association was here in August. CVB will be attending MATPRA Media Marketplace, and MD/PA Outdoor Writers Association was also in Washington County.

**Adjournment**

Katie Clutz – Chair

Al Martin - Treasurer

Jolene Thomas – Recording Secretary