



## MEETING of the BOARD OF DIRECTORS

### AGENDA

Zoom Meeting  
October 26, 2022  
9:00 a.m.

Call to Order	A. Sargent
Roll Call	J. Thomas
Approval of Minutes	A. Sargent
Financial Report	L. Curry
Executive Committee	D. Spedden
a. Bylaws	
b. Board Member	
c. Executive Committee Member	
d. 2023 Budget	
President's Report	D. Spedden
a. ARC Presentation	
b. OTD and EDA Grants	
New Members	
Adjournment	A. Sargent

#### Upcoming Events:

November 16 – Executive Committee  
December 7 – Annual Membership Meeting – The Maryland Theatre

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**

**September 7, 2022**

**9:30 AM**

**Virtual Meeting**

**MINUTES**

**PRESENT:** Andrew Sargent, Chair; Al Martin, Treasurer; Emilie Amt, Sila Alegret-Bartel, Mary Anne Burke, Lester Curry, Sarah Hall, Leslie Hart, Jeremy Hulse, Angie Hummer, Racha Iskandarani, Teri Leiter, Julie Rohm, Brittany Wedd

**ABSENT:** Katie Clutz, Leslie Hart, Amanda Rankin, Lindsey Renner,

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

**ROLL CALL**

**TOPIC:** **Minutes of May 18, 2022**

**MOTION:** To approve the minutes of the May 18, 2022, Board of Directors Meeting, as presented. 1<sup>st</sup> Al Martin; 2<sup>nd</sup> Mary Anne Burke

**ACTION:** Approved

**TOPIC:** **Financial Report – July 31, 2022**

**DISCUSSION:** Lester Curry reviewed the Financial Statement for the period ending July 31, 2022, with the Board.

**MOTION:** To accept the Financial Statement for the period ending July 31, 2022, as presented. (Copy on file with the minutes). 1<sup>st</sup> Al Martin, 2<sup>nd</sup> Angie Hummer

**ACTION:** Approved

**TOPIC:** **Board of Directors**

**DISCUSSION:** Dan Spedden reported that the City of Hagerstown nominated Brittany Arizmendi to serve as their representative on the CVB Board of Directors in place of Lauren Metz. Mr. Spedden also mentioned that the CVB would need to replace Christine Peacock with another hotelier and that Angie Hummer would be rotating off the board at the end of the year leaving an open space on the Executive Committee and Board of Directors.

**MOTION:** To appoint Brittany Arizmendi to serve on the CVB Board of Directors, as the City of Hagerstown's representative.

1<sup>st</sup> Mary Anne Burke, 2<sup>nd</sup> Sila Alegret-Bartel

**ACTION:** Approved

**TOPIC:** **President's Report**

**DISCUSSION:** Dan Spedden reported that he applied with the Rural Maryland Economic Development Fund for funding for a future Visitor Welcome Center. Deadline to apply was a quick turnaround. Mr. Spedden also shared

renderings of a potential welcome center in the Antietam Paper Building and working on other funding options.

**TOPIC:** **New Members**

**MOTION:** To accept the list of new CVB members, as presented. 1<sup>st</sup> Angie Hummer, 2<sup>nd</sup> Mary Anne Burke

**Adjournment - 10:30am**

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

<b>2023 List</b>	
<b>Agency</b>	<b>Board Member</b>
At-Large	Mary Anne Burke (2013)
At-Large	Al Martin (2013)
At-Large - Hagerstown Suns	Jeremy Hulse (2022)
At-Large	Katie Snook-Clutz (2017)
Hotel/Motel	Racha Iskandarani (2019)
At-Large	Emilie Amt (2021)
Hagerstown City Council	Brittany Arizmendi (2022)
At-Large	Sarah Hall (2020)
Hotel/Motel	Amanda Rankin (2019)
At-Large	Brittany Wedd
Chamber of Commerce	Sila Alegret-Bartel (2017)
At-Large	Andrew Sargent (2016)
Hotel/Motel	Lettie Wilkes (2023)
At-Large	Teri Leiter (2014)
Washington Cty. Commissioners	Leslie Hart (2018)
Executive Committee	
New Board Member	



**EXECUTIVE SUMMARY  
PROPOSED 2023 CVB BUDGET**

**REVENUE**

Income is based on 2022 actuals (October – December 2022 are currently estimated actuals, which will be adjusted later).

The OTD Grant is included at \$502,877, which is dedicated to marketing.

**SALARY AND BENEFITS**

Increase in Health Care costs range between 8% to 14 %. The CVB's actual increase is 8.8%

The annual inflation rate for the United States is 8.3% for the 12 months ended August 2022 after rising 8.5% previously. Salaries will increase 10%.

**NEW EXPENSES**

1527 - Computer Purchase Supplies and Software: \$6,000 for annual licensing of our new CRM package.

1635 - Misc. and Local PR: Community Foundation \$20,000 for an annual LWC scholarship.

1665 - Product Development: \$30,000

1330 - Visitor Guide: Income is down to reflect the use of grant funds to produce guide in 2023.

**TOTALS**

Total Revenue: \$1,746,855

Total Expenses: \$1,656,676

Proposed Surplus: \$90,179





	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	2023 Budget	2022 Actuals
<b>Budget Recap</b>														
Revenues	\$ 91,206	\$ 75,005	\$ 195,726	\$ 103,007	\$ 255,726	\$ 125,007	\$ 123,507	\$ 347,944	\$ 414,007	\$ 108,507	\$ 107,607	\$ 107,607	\$ 1,746,855	\$ 2,017,247
Administration	\$ 47,602	\$ 47,685	\$ 42,691	\$ 42,597	\$ 43,200	\$ 39,036	\$ 42,503	\$ 39,828	\$ 43,200	\$ 48,020	\$ 41,039	\$ 42,033	\$ 531,788	\$ 495,122
Operations	\$ 10,245	\$ 9,222	\$ 8,972	\$ 10,250	\$ 10,425	\$ 8,470	\$ 10,444	\$ 9,828	\$ 10,082	\$ 14,569	\$ 9,266	\$ 9,073	\$ 135,072	\$ 137,076
Promotional Programs	\$ 86,779	\$ 122,553	\$ 115,743	\$ 109,250	\$ 104,225	\$ 84,470	\$ 69,596	\$ 88,291	\$ 52,456	\$ 45,318	\$ 81,875	\$ 30,250	\$ 989,816	\$ 875,493
Balance	\$ (55,317)	\$ (104,457)	\$ 28,443	\$ (64,889)	\$ 96,181	\$ (32,545)	\$ 595	\$ 215,936	\$ 5,998	\$ 5,191	\$ (26,148)	\$ 21,190	\$ 90,179	\$ 510,257
<b>NON-EXPENSE ITEMS</b>														
526 Capital Purchases	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
542 Reserve Funding	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
545 Loan Payments	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Reserve Funding to be used	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
<b>Total Net Balance</b>	\$ (55,317)	\$ (104,457)	\$ 28,443	\$ (64,889)	\$ 96,181	\$ (32,545)	\$ 595	\$ 215,936	\$ 5,998	\$ 5,191	\$ (26,148)	\$ 21,190	\$ 90,179	\$ 510,257



**NEW MEMBERS****Antietam Ciderworks**

Barclay Jones

19403 Burnside Bridge Rd.

Keedysville, MD 21756

202-498-4737

[www.antietamciderworks.com](http://www.antietamciderworks.com)**Michele's Bakery and Sweet Shoppe**

Michele Nolan

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