



## MEETING of the BOARD OF DIRECTORS

### AGENDA

April 16, 2025  
Veva's on Potomac

10:30 a.m.

|                                                                                                     |                           |
|-----------------------------------------------------------------------------------------------------|---------------------------|
| Call to Order                                                                                       | K. Clutz                  |
| Roll Call                                                                                           | J. Thomas                 |
| Audi Report                                                                                         | K. Smith and B. Dickinson |
| Approval of Minutes<br>a. February 19, 2025                                                         | K. Clutz                  |
| Financial Report                                                                                    | L. Curry                  |
| Executive Committee:                                                                                | D. Spedden                |
| New Members                                                                                         | D. Spedden                |
| President's Report<br>1. 2025 MD Legislative Session Wrap up<br>2. MASN Ad Buy with OTD Grant Money | D. Spedden                |
| Adjournment                                                                                         | K. Clutz                  |

### UPCOMING DATES:

May 4-10 – National Travel & Tourism Week  
May 21 – Annual Membership Meeting  
August 22 – Membership Picnic at the Ballpark  
August 27 – 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**

**February 19, 2025**

**9:00 AM**

**Virtual Meeting**

**MINUTES**

**PRESENT:** Katie Clutz, Chair; Andrew Sargent, Past Chair; Al Martin, Treasurer; Emilie Amt, Brittany Arizmendi, Sila Bartell, Sarah Black, Jessica Clark, Lester Curry, Racha Iskandarani, Sarah Hall, Jeremy Hulse, Jonathan Horowitz, Brittany Wedd

**ABSENT:** David Blenckstone, John Gonano, Julie Rohm, Lettie Wilkes

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

**ROLL CALL**

**TOPIC:** **Minutes of January 29, 2025**

**MOTION:** To approve the minutes of January 29, 2025, Board of Directors meeting, as presented (Copies on file). 1<sup>st</sup> Brittany Wedd, 2<sup>nd</sup> Al Martin

**ACTION** Approved

**TOPIC:** **Financial Report**

**DISCUSSION:** Les Curry reviewed the Financial Statement for the period ending January 31, 2025, with the Board.

**MOTION:** To accept the Financial Statement for the period ending January 31, 2025, as presented (Copy on file with the minutes).

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

**MOTION:** To accept the list of new CVB members, as presented (list on file with the minutes). 1<sup>st</sup> Brittany Wedd, 2<sup>nd</sup> Jonathan Horowitz

**ACTION:** Approved

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

**DISCUSSION:** Dan Spedden provided an update on a bill currently moving through the Senate that would require short-term rental properties to collect lodging tax. In the past, the revenue generated was not considered sufficient to justify the cost of collection. However, with current estimates reaching approximately \$20 million, the Convention and Visitors Bureau's share could have amounted to \$308,000 in revenue. If passed, the bill is expected to take effect by 2026.

The CVB commissioned an Impact Report on the Meritus Park Visitor Profile to analyze visitor activity following the games. However, Mr. Spedden noted that the report contained several inconsistencies and, as a result, preferred not to share the findings at this time.

Mr. Spedden will be testifying for an Veterans Care State Park on behalf of Senator Paul Corderman. The facility would be located at the foot of South Mountain, surrounded by park land. The conference center could be used to generate revenue during off times.

The funding request for the Visitor Welcome Center is \$1.5 million. Rather than being included in the Governor's Capital Budget, the request will now go directly to the House and Senate for consideration.

Mr. Spedden updated the board that the Lift-the-Cap hearing for the Heritage Area Bill will be next week.

ADJOURNMENT

Katie Clutz, Chair  
Al Martin, Treasurer  
Jolene Thomas, Meeting Recorder

**Washington County, Maryland Convention & Visitors Bureau**  
**Statement of Financial Position**  
As of March 31, 2025

|                                       | Mar 31, 25          | Mar 31, 24          | \$ Change          | % Change      |
|---------------------------------------|---------------------|---------------------|--------------------|---------------|
| <b>ASSETS</b>                         |                     |                     |                    |               |
| Current Assets                        |                     |                     |                    |               |
| Checking/Savings                      |                     |                     |                    |               |
| 104 • Cash BB&T - Operating           | 42,949.15           | 76,061.03           | -33,111.88         | -43.5%        |
| 105 • Cash BB&T - Payroll Reserve     | 879.45              | 879.33              | 0.12               | 0.0%          |
| 106 • Cash BB&T - PR                  | 18,864.33           | 24,543.39           | -5,679.06          | -23.1%        |
| 107 • Cash BB&T - Operating Reserve   | 261,004.00          | 376,682.08          | -115,678.08        | -30.7%        |
| 111 • CD - F&M Trust                  | 269,322.73          | 250,000.00          | 19,322.73          | 7.7%          |
| 112 • CD - CNB Bank                   | 262,444.44          | 250,000.00          | 12,444.44          | 5.0%          |
| Total Checking/Savings                | 855,464.10          | 978,165.83          | -122,701.73        | -12.5%        |
| Other Current Assets                  |                     |                     |                    |               |
| 121 • Grants Receivable               | 0.00                | 143,610.00          | -143,610.00        | -100.0%       |
| 122 • Lodging Tax Receivable          | 88,139.41           | 70,954.23           | 17,185.18          | 24.2%         |
| 123 • Other Receivable                | 0.00                | 9,236.00            | -9,236.00          | -100.0%       |
| Total Other Current Assets            | 88,139.41           | 223,800.23          | -135,660.82        | -60.6%        |
| Total Current Assets                  | 943,603.51          | 1,201,966.06        | -258,362.55        | -21.5%        |
| Fixed Assets                          |                     |                     |                    |               |
| 163 • Office Equipment                | 62,023.38           | 62,023.38           | 0.00               | 0.0%          |
| 163 • Accum Depr- Office Equipment    | -54,877.23          | -43,800.68          | -10,676.55         | -24.4%        |
| Total Fixed Assets                    | 7,146.15            | 18,222.70           | -10,676.55         | -58.6%        |
| Other Assets                          |                     |                     |                    |               |
| 165 • Right of Use Asset              | 122,399.00          | 122,399.00          | 0.00               | 0.0%          |
| Total Other Assets                    | 122,399.00          | 122,399.00          | 0.00               | 0.0%          |
| <b>TOTAL ASSETS</b>                   | <b>1,073,548.66</b> | <b>1,342,587.76</b> | <b>-269,039.10</b> | <b>-20.0%</b> |
| <b>LIABILITIES &amp; EQUITY</b>       |                     |                     |                    |               |
| Liabilities                           |                     |                     |                    |               |
| Current Liabilities                   |                     |                     |                    |               |
| Accounts Payable                      |                     |                     |                    |               |
| 203 • Accounts Payable                | 16,691.07           | 1,775.00            | 14,916.07          | 840.3%        |
| Total Accounts Payable                | 16,691.07           | 1,775.00            | 14,916.07          | 840.3%        |
| Other Current Liabilities             |                     |                     |                    |               |
| 200 • Short-Term Lease Liability      | 30,946.00           | 30,946.00           | 0.00               | 0.0%          |
| 215 • Federal Unemployment Payable    | 223.20              | 222.58              | 0.62               | 0.3%          |
| 216 • State Unemployment Payable      | 330.22              | 535.15              | -204.93            | -38.3%        |
| 220 • Deferred Revenue                | 3,697.00            | 0.00                | 3,697.00           | 100.0%        |
| 222 • Accrued Salaries & Benefits     | 17,658.86           | 17,658.86           | 0.00               | 0.0%          |
| 227 • Accrued Vacation                | 19,085.84           | 19,085.84           | 0.00               | 0.0%          |
| Total Other Current Liabilities       | 71,941.12           | 68,448.43           | 3,492.69           | 5.1%          |
| Total Current Liabilities             | 88,632.19           | 70,223.43           | 18,408.76          | 26.2%         |
| Long Term Liabilities                 |                     |                     |                    |               |
| 201 • Long-Term Lease Liability       | 90,414.00           | 90,414.00           | 0.00               | 0.0%          |
| Total Long Term Liabilities           | 90,414.00           | 90,414.00           | 0.00               | 0.0%          |
| Total Liabilities                     | 179,046.19          | 160,637.43          | 18,408.76          | 11.5%         |
| Equity                                |                     |                     |                    |               |
| 290 • Fund Balance                    | 1,251,607.04        | 1,251,607.04        | 0.00               | 0.0%          |
| 32000 • Unrestricted Net Assets       | -259,940.88         | 0.00                | -259,940.88        | -100.0%       |
| Net Income                            | -97,163.69          | -69,656.71          | -27,506.98         | -39.5%        |
| Total Equity                          | 894,502.47          | 1,181,950.33        | -287,447.86        | -24.3%        |
| <b>TOTAL LIABILITIES &amp; EQUITY</b> | <b>1,073,548.66</b> | <b>1,342,587.76</b> | <b>-269,039.10</b> | <b>-20.0%</b> |

| Washington County, Maryland Convention & Visitors Bureau, Inc. |                                          |             |             |  |                                                                                     |            |  |              |  |
|----------------------------------------------------------------|------------------------------------------|-------------|-------------|--|-------------------------------------------------------------------------------------|------------|--|--------------|--|
| Accountants Report/Discussion Points - Executive Board         |                                          |             |             |  |                                                                                     |            |  |              |  |
| March 31, 2025                                                 |                                          |             |             |  |                                                                                     |            |  |              |  |
|                                                                |                                          | March 2025  | March 2024  |  | Year to Year                                                                        | Current    |  | March 2025   |  |
|                                                                |                                          | Year        | Prior       |  | Variance                                                                            | Year       |  | YTD Variance |  |
|                                                                |                                          | To Date     | YTD         |  |                                                                                     | Budget     |  | To Budget    |  |
| 1)                                                             | REVENUE:                                 |             |             |  |                                                                                     |            |  |              |  |
|                                                                | Lodging Tax Revenue                      | 256,886.84  | 280,471.33  |  | (23,584.49)                                                                         | 300,000.00 |  | (43,113.16)  |  |
|                                                                | Grants                                   | 29,418.50   | 25,894.50   |  | 3,524.00                                                                            | 55,564.00  |  | (26,145.50)  |  |
|                                                                | Washington County Grant                  | -           | -           |  | -                                                                                   | -          |  | -            |  |
|                                                                | USA Cycling                              | -           | -           |  | -                                                                                   | -          |  | -            |  |
|                                                                | Memberships                              | 4,497.50    | 24,020.60   |  | (19,523.10)                                                                         | 21,000.00  |  | (16,502.50)  |  |
|                                                                | Member Activities                        | -           | -           |  | -                                                                                   | -          |  | -            |  |
|                                                                | Visitor Guide                            | 16,515.00   | 35,113.00   |  | (18,598.00)                                                                         | 15,500.00  |  | 1,015.00     |  |
|                                                                | Publication Advertising                  | -           | -           |  | -                                                                                   | -          |  | -            |  |
|                                                                | Advertising Co-ops                       | -           | -           |  | -                                                                                   | -          |  | -            |  |
|                                                                | Vacation Value Pass                      | -           | -           |  | -                                                                                   | -          |  | -            |  |
|                                                                | Gift Shop Sales                          | -           | -           |  | -                                                                                   | -          |  | -            |  |
|                                                                | Sponsorships                             | -           | -           |  | -                                                                                   | -          |  | -            |  |
|                                                                | Miscellaneous Revenue                    | -           | -           |  | -                                                                                   | -          |  | -            |  |
|                                                                | Ticket Sale Commissions                  | -           | -           |  | -                                                                                   | -          |  | -            |  |
|                                                                | Illuminations                            | -           | -           |  | -                                                                                   | -          |  | -            |  |
|                                                                | Interest Income                          | 9,932.07    | 1,933.71    |  | 7,998.36                                                                            | 2,100.00   |  | 7,832.07     |  |
|                                                                | Loss on disposal of assets               | -           | -           |  | -                                                                                   | -          |  | -            |  |
|                                                                | TOTAL REVENUE                            | 317,249.91  | 367,433.14  |  | (50,183.23)                                                                         | 394,164.00 |  | (76,914.09)  |  |
|                                                                | Total Administrative Expense             | 167,008.22  | 157,686.05  |  | 9,322.17                                                                            | 170,721.00 |  | (3,712.78)   |  |
|                                                                | Total Operating Expense                  | 36,882.45   | 36,779.03   |  | 103.42                                                                              | 38,592.00  |  | (1,709.55)   |  |
|                                                                | Promotional Programs:                    |             |             |  |                                                                                     |            |  |              |  |
|                                                                | Advertising                              | 123,086.45  | 128,964.81  |  | (5,878.36)                                                                          | 90,610.00  |  | 32,476.45    |  |
|                                                                | Sales                                    | 26,389.15   | 2,836.99    |  | 23,552.16                                                                           | 16,955.00  |  | 9,434.15     |  |
|                                                                | Public Relations                         | 14,476.50   | 24,553.31   |  | (10,076.81)                                                                         | 10,360.00  |  | 4,116.50     |  |
|                                                                | Publications                             | 7,254.94    | 3,964.24    |  | 3,290.70                                                                            | 11,300.00  |  | (4,045.06)   |  |
|                                                                | Product Development                      | -           | -           |  | -                                                                                   | -          |  | -            |  |
|                                                                | Member Relations                         | 1,574.32    | 1,737.30    |  | (162.98)                                                                            | 1,650.00   |  | (75.68)      |  |
|                                                                | Other Promotional Programs               | 37,741.57   | 80,568.12   |  | (42,826.55)                                                                         | 50,620.00  |  | (12,878.43)  |  |
|                                                                | Total Promotional Programs               | 210,522.93  | 242,624.77  |  | (32,101.84)                                                                         | 181,495.00 |  | 29,027.93    |  |
|                                                                | TOTAL EXPENSES                           | 414,413.60  | 437,089.85  |  | (22,676.25)                                                                         | 390,808.00 |  | 23,605.60    |  |
|                                                                | NET SURPLUS (DEFICIT)                    | (97,163.69) | (69,656.71) |  | (27,506.98)                                                                         | 3,356.00   |  | (100,519.69) |  |
|                                                                | Expenses grouped by functional category: |             |             |  |                                                                                     |            |  |              |  |
|                                                                | Program Services                         | 332,579.57  | 359,823.69  |  | - This Assumes that 51% of Administrative Expense is allocated to Program Services. |            |  |              |  |
|                                                                | Management & General                     | 81,834.03   | 77,266.16   |  |                                                                                     |            |  |              |  |
|                                                                |                                          | 414,413.60  | 437,089.85  |  |                                                                                     |            |  |              |  |
|                                                                | Program Service % age                    | 80%         | 82%         |  |                                                                                     |            |  |              |  |
|                                                                |                                          |             |             |  |                                                                                     |            |  |              |  |

| Lodging Tax Revenue Received<br>2016- 2025           |               |              |               |                 |               |              |              |               |              |            |                |  |
|------------------------------------------------------|---------------|--------------|---------------|-----------------|---------------|--------------|--------------|---------------|--------------|------------|----------------|--|
| This reflects the ACTUAL MONTH RECEIVED - CASH BASIS |               |              |               |                 |               |              |              |               |              |            |                |  |
|                                                      | 2016          | 2017         | 2018          | 2019            | 2020          | 2021         | 2022         | 2023          | 2024         | 2025       | 2025<br>Change |  |
| January                                              | 83,922.60     | 68,837.45    | 70,452.47     | 77,919.95       | 87,658.08     | 66,730.82    | 105,998.72   | 43,913.79     | 74,583.56    | 119,458.39 | 44,874.83      |  |
| February                                             | 57,003.42     | 55,985.59    | 65,454.42     | 65,077.18       | 72,100.55     | 57,811.08    | 74,835.54    | 167,214.12    | 120,286.25   | 76,962.35  | (43,323.90)    |  |
| March                                                | 56,433.17     | 62,015.27    | 63,139.50     | 65,839.16       | 69,471.98     | 45,066.37    | 71,852.66    | 67,638.70     | 89,230.85    | 91,785.08  | 2,554.23       |  |
| April                                                | 70,990.50     | 75,843.67    | 64,852.20     | 77,755.71       | 63,506.82     | 87,774.07    | 108,342.13   | 127,028.13    | 70,954.23    | 88,139.41  | 17,185.18      |  |
| May                                                  | 79,149.51     | 73,261.67    | 82,132.79     | 91,379.88       | 41,174.27     | 86,688.10    | 108,965.05   | 102,370.22    | 108,686.96   |            |                |  |
| June                                                 | 86,386.23     | 86,997.98    | 94,991.50     | 97,919.16       | 41,203.00     | 110,544.18   | 124,435.54   | 124,391.60    | 159,829.55   |            |                |  |
| July                                                 | 108,095.75    | 103,935.74   | 127,296.55    | 106,702.85      | 39,839.02     | 117,559.56   | 126,309.02   | 162,924.95    | 136,707.82   |            |                |  |
| August                                               | 105,121.32    | 103,712.96   | 107,924.58    | 129,609.50      | 73,916.46     | 124,111.32   | 96,731.54    | 140,562.30    | 141,170.18   |            |                |  |
| September                                            | 106,954.09    | 109,878.67   | 124,891.18    | 121,973.79      | 80,875.87     | 105,252.19   | 174,819.27   | 148,962.53    | 146,823.66   |            |                |  |
| October                                              | 100,509.04    | 96,044.50    | 105,131.29    | 108,135.15      | 83,538.20     | 144,818.65   | 128,824.51   | 123,801.64    | 126,479.02   |            |                |  |
| November                                             | 83,015.59     | 89,890.55    | 100,460.95    | 97,600.47       | 72,028.55     | 94,116.35    | 124,567.22   | 113,054.85    | 130,385.39   |            |                |  |
| December                                             | 93,983.13     | 100,143.98   | 102,655.62    | 98,368.15       | 70,517.53     | 130,778.88   | 124,567.22   | 136,544.03    | 121,514.71   |            |                |  |
| ANNUAL TOT \$                                        | 1,031,564.35  | 1,026,548.03 | 1,109,383.05  | 1,138,280.95    | 795,830.33    | 1,171,251.57 | 1,370,248.42 | 1,458,406.86  | 1,426,652.18 | 376,345.23 | 21,290.34      |  |
| 12 mths 2018                                         |               | 1,109,383.05 | 12 mths 2019  | 1,138,280.95    | 12 mths 2020  | 795,830.33   |              | 4 mths 2025   |              |            | 376,345.23     |  |
| 12 mths 2017                                         |               | 1,026,548.03 | 12 mths 2018  | 1,109,383.05    | 12 mths 2019  | 1,138,280.95 |              | 4 mths 2024   |              |            | 355,054.89     |  |
| Increase \$\$                                        |               | 82,835.02    | Increase \$\$ | 28,897.90       | Decrease \$\$ | (342,450.62) |              | Increase \$\$ |              |            | 21,290.34      |  |
| Increase %                                           |               | 8.07%        | Increase %    | 2.60%           | Decrease %    | -30.08%      |              | Increase %    |              |            | 6.00%          |  |
| ANNUAL REVENUES BY YEAR:                             |               |              |               |                 |               |              |              |               |              |            |                |  |
| 1998                                                 | \$ 428,525.61 |              | 2007          | \$ 815,256.26   |               |              |              |               |              |            |                |  |
| 1999                                                 | \$ 437,556.58 |              | 2008          | \$ 779,803.23   |               |              |              |               |              |            |                |  |
| 2000                                                 | \$ 479,162.63 |              | 2009          | \$ 751,738.79   |               |              |              |               |              |            |                |  |
| 2001                                                 | \$ 485,569.66 |              | 2010          | \$ 815,485.70   |               |              |              |               |              |            |                |  |
| 2002                                                 | \$ 502,110.33 |              | 2011          | \$ 854,416.73   |               |              |              |               |              |            |                |  |
| 2003                                                 | \$ 463,220.59 |              | 2012          | \$ 957,010.93   |               |              |              |               |              |            |                |  |
| 2004                                                 | \$ 580,730.84 |              | 2013          | \$ 925,868.36   |               |              |              |               |              |            |                |  |
| 2005                                                 | \$ 661,866.93 |              | 2014          | \$ 994,671.58   |               |              |              |               |              |            |                |  |
| 2006                                                 | \$ 765,219.60 |              | 2015          | \$ 1,021,403.69 |               |              |              |               |              |            |                |  |

## **NEW MEMBERS**

**Ritchie Revival**

**John Krumpotich/Joyce Johnson**

25009 Lake Wastler Dr.

Cascade, MD 21719

301-241-2231

[www.ritchierevival.com](http://www.ritchierevival.com)

## 2025 MD Legislative Session Report

### CVB Agenda

**SB 0980 Natural Resources - Maryland Heritage Area Authority - Funding and Grants** Senator Corderman in the Senate Budget and Taxation Committee. Effective Date: July 1, 2025

**SB 0979 Local Government - Accommodations Intermediaries - Hotel Rental Tax - Collection** by Comptroller. In the Senate Budget and Taxation. Effective Date: July 1, 2027

**\$540,000 in the Capital Budget for a Visitor Welcome Center.** Effective Date: July 1, 2025

\$240,000 House

\$300,000 Senate

**HB 1181 Task Force on the Establishment of a State Park Dedicated to Veterans' Care** Delegate Baker in the House Environment and Transportation Committee. (Failed)

**\$100,000 Office of Tourism Development Partner Grant** in support of MASN ad buy to promote Meritus Park and beyond. Effective Date: April 1, 2025

### Washington Co. Community Coalition Agenda:

(Capital Total: \$7,020,000 + \$63,000,000 for I-81)

- **I-81 Phase 2: \$63M of construction money was restored.** We hope to get the final design started which will take about a year. We'll push to get project out for bid sometime in 2026. Takes 2-3 years to construct.

- **HCC Advanced Technology Center Renovation - \$6,230,000**

- **Hagerstown Visitors Center - \$540,000** (Requested \$1.5M)

- **Hagerstown Site/Market Study on a New Public Safety Building - \$250,000** (Requested \$250K)  
*Relocation of HPD and some other emergency services*

- **Lift Cap of MD Heritage Area Funding from \$6M to \$12M – Bill Passed** *Fund received traditional amount*

*this year @\$6M, but the Governor may now increase this up to \$12M in future years if desired*

- **Washington Co. Public Safety Center Phase 3:** No new funding this year (requested \$2.5M)

- **Route 11 Bridge Relocation:** No funding this year. *Town sent letter to MDOT requesting they finish a NEPA*

*study and visit Williamsport and meet with the town about this issue*

- **Smithsburg Sewer Pump Station Upgrades:** No funding this year (Requested up to \$4M)

*Delegation*

*provided some letters of support for federal grant applications by the town)*

### Other local Capital Projects, State Projects in our County, and Capital Programs: (Total \$31,210,635)

- **Washington County District Court Renovation and Expansion - \$2,948,000**
- **Western Enterprise Fire Company No. 4 - \$317,000**
- **Boys and Girls Club of Washington County - \$200,000**
- **Brooke Lane Services New Therapeutic Recreational Facility - \$2,979,000**
- **Boonsboro Public Works Complex - \$175,000**
- **Smithsburg High School Field House - \$400,000**

- Boonsboro Drinking Water and Wastewater Infrastructure - \$250,000
- Williamsport Town Hall - \$400,000
- Williamsport Memorial Library - \$400,000
- Williamsport Byron Memorial Park Improvements – \$229,448
- Funkstown Jerusalem Park Improvements - \$275,000
- Meritus Commons - \$750,000
- New Downsville Pike Elementary School – \$6,552,000
- Boonsboro Elem School Window and Door Replacements \$297,884
- Lincolnshire Elem School HVAC Upgrades - \$638,000
- Smithsburg Elementary School Mechanical System Upgrade - \$514,000
- Hancock Local Service Line Inventory - \$388,800
- Sideling Hill Wildlife Management Area access Road Improvements - \$1,435,650
- Federal Little League - \$75,000
- Valley Little League - \$175,000
- Funkstown WWTP - \$2,650,440 (*Chesapeake Bay Restoration Fund*)
- RCI Perimeter Fence System Replacement - \$9,370,000
- Fort Frederick State Park Water Distribution System Upgrades - \$1,007,000
- MCI Wastewater Treatment Plant Improvements \$624,000
- Program Open Space Money for Park and Acquisition and Development: \$544,413