



MEETING of the BOARD OF DIRECTORS

AGENDA

August 27, 2025
Museum of Fine Arts
9:00 a.m.

Call to Order	K. Clutz
Roll Call	J. Thomas
Approval of Minutes	K. Clutz
a. April 16, 2025 – Board of Directors	
b. May 21, 2025 – Annual Membership Meeting	
Financial Report	L. Curry
Executive Committee:	D. Spedden
New Members	D. Spedden
President's Report	D. Spedden
1. Board of Directors Recommendation	
2. MACO	
3. Washington County Community Coalition	
4. Legislative Agenda	
5. 2026 Budget and Bylaws	
6. MD His Hispanic Chamber of Commerce Reception, 5:00pm (4:30pm tour exhibit)	
7. Travel and Tourism Day at Meritus Park	
8. MD Tourism Development Board Meeting, Kent Island, Friday, September 19 at Kent Island	
Adjournment	K. Clutz

UPCOMING DATES:

October 15 – Executive Committee (Budget Review)
October 22 – Board of Directors (Budget and Bylaws)
November 12 – Executive Committee

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**

April 16, 2025

9:00 AM

Veva's on Potomac

MINUTES

PRESENT: Katie Clutz, Chair; Al Martin, Treasurer; Brittany Arizmendi, Sila Bartell, Sarah Black, Jessica Clark, Lester Curry, Sarah Hall, Racha Iskandarani, Brittany Wedd, Lettie Wilkes

ABSENT: Emilie Amt, David Blenckstone, John Gonano, Jeremy Hulse, Jonathan Horowitz, Julie Rohm, Andrew Sargent

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

ROLL CALL

TOPIC: **2024 Audit Report**

DISCUSSION: Brianne Dickinson and Kelly Smith of SEK presented the Audited Financial Report for the period ending December 31, 2024, to the Board. A clean opinion was given, and no management letter was issued, and internal controls are in order.

TOPIC: **Minutes of February 19, 2025**

MOTION: To approve the minutes of February 19, 2025, Board of Directors meeting, as presented (Copies on file). 1st Sarah Hall, 2nd Lettie Wilkes

ACTION Approved

TOPIC: **Financial Report**

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

TOPIC: **New Member**

MOTION: To accept the new CVB member, as presented (list on file with the minutes). 1st Brittany Wedd, 2nd Racha Iskandarani

ACTION: Approved

TOPIC: **President's Report**

DISCUSSION: Report from Dan Spedden on 2025 MD Legislative Session Wrap up: 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 and \$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

ADJOURNMENT

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

**VISIT HAGERSTOWN-WASHINGTON COUNTY
CONVENTION & VISITORS BUREAU
ANNUAL MEMBERSHIP MEETING**

MINUTES

Cintas Club Level at Meritus Park
May 21, 2025

MEMBERS Katie Clutz, Chair; Al Martin, Treasurer; Andrew Sargent, Immediate Past Chair; Brittany Arizmendi, Ash Azadi, David Barnhart, Sila Bartell, Mary Jo Bartles, Greg Bartles, Ketih Baumbach, Marcie Baumbach, Tabitha Baxley, Zoe Bender, Eileen Berger, Rick Bibbee, Vahid Biglari, Sarah Black, Jake Blackmon, Blackwell Quentin, David Blenckstone, Brittany Bloesel, Dieter Bloesel, Jan Borell, Mary Nye Borell, Kim Bowen, Natalie Brockway, Lisa Butler, Carl Byrd, Garrett Chambers, Ryan Chapin, Jessica Clark, Jill Colbert, Scott Coleman, Anita Colliere, Marlene Cox, Megan Curry, Joe Deintein, Jeovanni Diaz, Yahaira Diaz, Jacob Doyle, Vernell Doyle, Kim Eichelberger, Shelle Fentress, Diana Fishell, Jennifer Gardener, Andrew Gehman, Diane Girgenti, Jess Givens, John Gonano, Kyles Graham, Demitrius Guest, Ariel Gutekunst, Sarah Hall, Michael Harp, Ethan Hasselbauer, Hannah Haught, Paul Healey, Dana Healey, Karen Hemenway, AJ Hines, Lindsay Hood, Jonathan Horowitz, Emily Huebner, Racha Iskandarani, Cindy Kauffman, Richard Keesecker, Jim Kercheval, Nate Kraft, Natlie Kraft, Connie Lenhart, Ivy Long, Ed Lough, Steve Martin, Karen martin, Tim Martin, Kadie Martin, Kellie Marz, ZSun-nee Miller Matama, Natoscha McKinnon, George Messner, Glen Milam, Monica Miller, Jackie Minnick, Nicholas Matale, Jessica Nedimyer, Christina Nemir, Frank Newton, Rachel Nichols, Laura Oates, Becky Owens, Kelsi Palmer, Hillary Pennington, Olivia Peterson, Zane Poffenberger, Zahra Pourabedin, Harriet Pryor, Cindy Reeder, Tom Riford, Julie Rohm, Chad Rooney, Al Sadler, Bob Savitt, Chuck Schwalbe, Julie Seabright, Elizabeth Shatto, Nora Slick, Beth Smith, Katie Starliper, Liz Stefanik, Sophia Tamanaha, Rachael Thompson, Kendra Thompson, Natoma Vargason, Karen Voellinger, Michelle Walls, Mary Ellen Waltemire, Matt Wedd, Brenton Welty, Megan Welty, Dan Wingerd, Susanne Woodring, Loretta Wright, Bryan Zuber

CVB STAFF Dan Spedden, President; Tiffany Ahalt, Elizabeth DeVore, Terri Mulligan, Jolene Thomas

SPECIAL GUESTS: Maryland House of Delegates, Matthew Schindler; County Commissioner, Jeff Cline; Mayor of Hagerstown, William McIntire; and Mayor of Williamsport, Williams Green

WELCOME/INTRODUCTIONS

Dan Spedden, President of Visit Hagerstown and Washington County CVB, welcomed member attendees, expressed appreciation to the Flying Boxcars' staff for lunch and meeting space, and introduced the 2025 Board of Directors, Advisory Board, and special dignitary.

BYLAWS

Alfred Martin advised the Membership there were no amendments to the current Bylaws of the Hagerstown-Washington County Convention & Visitors Bureau, and they would stand as is, through 2025.

FINANCIAL REVIEW

Alfred Martin presented a brief report on the financial status of the Visit Hagerstown-Washington County Convention & Visitors Bureau.

YEAR IN REVIEW AND PLANS FOR 2025

Dan Spedden, President and CEO of Visit Hagerstown, presented an overview of the CVB's current 2023 status and plans for 2024.

10th and 20TH ANNIVERSARY MEMBERS

The following Visit Hagerstown partners were recognized and presented with an award for their commitment and loyalty to the CVB for the last 10 and 20 years:

10th Anniversary Members

Cronise Market Place/Olde Homestead
GS Images
Maryland Cracker Barrel
Seven Ten

20th Anniversary Members

Catoctin Wildlife Preserve and Zoo
Copyquik Printing & Graphics
Turn the Page Bookstore
Volvo Group Trucks

RECOGNITION

Dan Spedden gave recognition to Teri Leiter, who was unable to attend, in appreciation for her 10 years of service on the Board of Directors and Executive Committee.

ADJOURNMENT

Katie Clutz, Board Chair
Dan Spedden, President
Al Martin, Treasurer
Jolene Thomas, Recording Secretary

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

	Jul 31, 25	Jul 31, 24	\$ Change	% Change
ASSETS				
Current Assets				
Checking/Savings				
104 • Cash BB&T - Operating	34,096.19	4,880.13	29,216.06	598.7%
105 • Cash BB&T - Payroll Reserve	879.49	879.37	0.12	0.0%
106 • Cash BB&T - PR	18,568.14	23,293.35	-4,725.21	-20.3%
107 • Cash BB&T - Operating Reserve	157,403.75	346,347.99	-188,944.24	-54.6%
111 • CD - F&M Trust	275,908.37	262,468.91	13,439.46	5.1%
112 • CD - CNB Bank	262,444.44	250,000.00	12,444.44	5.0%
Total Checking/Savings	749,300.38	887,869.75	-138,569.37	-15.6%
Other Current Assets				
121 • Grants Receivable	0.00	143,610.00	-143,610.00	-100.0%
122 • Lodging Tax Receivable	172,113.26	141,170.18	30,943.08	21.9%
123 • Other Receivable	9,478.00	0.00	9,478.00	100.0%
Total Other Current Assets	181,591.26	284,780.18	-103,188.92	-36.2%
Total Current Assets	930,891.64	1,172,649.93	-241,758.29	-20.6%
Fixed Assets				
153 • Office Equipment	62,023.38	62,023.38	0.00	0.0%
163 • Accum Depr- Office Equipment	-57,397.99	-47,457.71	-9,940.28	-21.0%
Total Fixed Assets	4,625.39	14,565.67	-9,940.28	-68.2%
Other Assets				
165 • Right of Use Asset	89,279.00	122,399.00	-33,120.00	-27.1%
Total Other Assets	89,279.00	122,399.00	-33,120.00	-27.1%
TOTAL ASSETS	1,024,796.03	1,309,614.60	-284,818.57	-21.8%
LIABILITIES & EQUITY				
Liabilities				
Current Liabilities				
Accounts Payable				
203 • Accounts Payable	6,150.00	34,234.58	-28,084.58	-82.0%
Total Accounts Payable	6,150.00	34,234.58	-28,084.58	-82.0%
Other Current Liabilities				
200 • Short-Term Lease Liability	30,360.00	30,946.00	-586.00	-1.9%
211 • 941 Taxes Payable	-5,478.76	0.00	-5,478.76	-100.0%
215 • Federal Unemployment Payable	243.07	241.58	1.49	0.6%
216 • State Unemployment Payable	-5.52	0.00	-5.52	-100.0%
222 • Accrued Salaries & Benefits	23,415.86	17,658.86	5,757.00	32.6%
227 • Accrued Vacation	11,791.84	19,085.84	-7,294.00	-38.2%
Total Other Current Liabilities	60,326.49	67,932.28	-7,605.79	-11.2%
Total Current Liabilities	66,476.49	102,166.86	-35,690.37	-34.9%
Long Term Liabilities				
201 • Long-Term Lease Liability	60,054.00	90,414.00	-30,360.00	-33.6%
Total Long Term Liabilities	60,054.00	90,414.00	-30,360.00	-33.6%
Total Liabilities	126,530.49	192,580.86	-66,050.37	-34.3%
Equity				
290 • Fund Balance	1,011,801.16	1,251,607.04	-239,805.88	-19.2%
Net Income	-113,535.62	-134,573.30	21,037.68	15.6%
Total Equity	898,265.54	1,117,033.74	-218,768.20	-19.6%
TOTAL LIABILITIES & EQUITY	1,024,796.03	1,309,614.60	-284,818.57	-21.8%

Washington County, Maryland Convention & Visitors Bureau, Inc.									
Accountants Report/Discussion Points - Executive Board									
July 31, 2025									
		July 2025	July 2024				Current		July 2025
		Year	Prior			Year to Year	Year		YTD Variance
		To Date	YTD			Variance	Budget		To Budget
1)	REVENUE:								
	Lodging Tax Revenue	765,591.98	826,865.84			(61,273.86)	795,000.00		(29,408.02)
	Grants	24,980.00	182,120.00			(157,140.00)	55,564.00		(30,584.00)
	Washington County Grant	-	-			-	-		-
	USA Cycling	-	-			-	-		-
	Memberships	49,771.50	57,336.46			(7,564.96)	53,900.00		(4,128.50)
	Member Activities	170.00	-			170.00	-		170.00
	Visitor Guide	48,298.00	39,467.50			8,830.50	25,000.00		23,298.00
	Publication Advertising	-	-			-	-		-
	Advertising Co-ops	-	-			-	-		-
	Vacation Value Pass	-	-			-	-		-
	Gift Shop Sales	-	-			-	-		-
	Sponsorships	-	-			-	-		-
	Miscellaneous Revenue	96,413.82	-			96,413.82	-		96,413.82
	Ticket Sale Commissions	-	-			-	-		-
	Illuminations	-	-			-	-		-
	Interest Income	35,514.19	8,020.57			27,493.62	4,900.00		30,614.19
	Loss on disposal of assets	-	-			-	-		-
	TOTAL REVENUE	1,020,739.49	1,113,810.37			(93,070.88)	934,384.00		86,375.49
	Total Administrative Expense	378,074.34	363,973.79			14,100.55	380,374.00		(2,299.66)
	Total Operating Expense	101,987.49	91,511.21			10,476.28	94,942.00		7,045.49
	Promotional Programs:								
	Advertising	284,457.02	339,302.34			(54,845.32)	235,190.00		49,267.02
	Sales	44,439.15	37,741.19			6,697.96	48,985.00		(4,545.85)
	Public Relations	27,590.96	73,268.83			(45,677.87)	22,960.00		4,630.96
	Publications	40,967.07	32,903.67			8,063.40	46,500.00		(5,532.93)
	Product Development	-	-			-	-		-
	Member Relations	13,553.36	21,552.67			(7,999.31)	7,850.00		5,703.36
	Other Promotional Programs	243,205.72	288,129.97			(44,924.25)	90,249.00		152,956.72
	Total Promotional Programs	654,213.28	792,898.67			(138,685.39)	451,734.00		202,479.28
	TOTAL EXPENSES	1,134,275.11	1,248,383.67			(114,108.56)	927,050.00		207,225.11
	NET SURPLUS (DEFICIT)	(113,535.62)	(134,573.30)			21,037.68	7,314.00		(120,849.62)
	Expenses grouped by functional category:								
	Program Services	949,018.68	1,070,036.51			- This Assumes that 51% of Administrative Expense			
	Management & General	185,256.43	178,347.16			is allocated to Program Services.			
		1,134,275.11	1,248,383.67						
	Program Service % age	84%	86%						

Lodging Tax Revenue Received												
2016- 2025												
This reflects the ACTUAL MONTH RECEIVED - CASH BASIS												
	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2025	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	70,990.30	75,843.67	64,852.20	77,755.71	63,505.82	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	98,694.40	(9,992.56)	
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	109,542.10	(50,287.45)	
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	128,355.38	(8,352.44)	
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	172,113.26	30,943.08	
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	\$ 885,050.37	\$ (16,399.03)	
12 mnths 2018		1,109,383.05	12 mnths 2019	1,138,280.95	12 mnths 2020	795,830.33		8 mnth 2025			885,050.37	
12 mnths 2017		1,026,548.03	12 mnths 2018	1,109,383.05	12 mnths 2019	1,138,280.95		8 mnth 2024			901,449.40	
Increase \$\$		82,835.02	Increase \$\$	28,897.90	Decrease \$\$	(342,450.62)		Increase \$\$			(16,399.03)	
Increase %		8.07%	Increase %		Decrease %	-30.08%		Increase %			-1.82%	
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		
Friends of Fort Frederick State Park Betsey Lillard 11115 Fort Frederick Rd. Big Pool, MD 21711 cell - 301-491-5313		
Cracker Barrel Alice McKee 18214 Col. Henry K. Douglas Dr. Hagerstown, MD 21740 240-420-0955		
Church Street Distilling Company Jake Blackmon 25 W. Church Street Hagerstown, MD 21740 www.churchstreetdistilling.com		
Trust Home Financial Nicholas Natale 49 Summit Avenue Hagerstown, MD 21740 443-812-4812 www.trusthomefinancial.com		
2085 Productions, Inc. Andrew Gehman 9471 Heshshire Hill Ct. Waynesboro, PA 17268 717-387-2118 www.year2085productions.com		
Maryland Wine House Kelly James 13721 Oliver Drive Hagerstown, MD 21740 240-347-1971 www.marylandwinehouse.com		
The Brick House Tavern Jay Hanckel 28 South Potomac Street Hagerstown, MD 21740 240-347-4663		
Morgan Hall Lauren Harshman 28 South Potomac Street Hagerstown, MD 21740		
Stone Werks Coffee & Sweets Elisabeth Stone 7 N. Main Street Boonsboro, MD 21714 www.stone-werks.com		
Dill Dinkers Pickleball Club Eleanor McCarthy 967 Sweeney Dr. Hagerstown, MD 240-405-4065 (Fred.) emccarthy@dilldinkers.com		