



MEETING of the BOARD OF DIRECTORS

AGENDA

October 22, 2025
Virtual Meeting
9:00 a.m.

Call to Order	K. Clutz
Roll Call	B. DeVore
Approval of Minutes	K. Clutz
a. August 27, 2025 – Board of Directors	
Financial Report	B. Ziler/A. Martin
Executive Committee	D. Spedden
a. Board of Directors Recommendation	
b. Bylaws	
c. 2026 Budget	
New Members	D. Spedden
President's Report	D. Spedden
a. Hub Pub Grand Opening (Oct 10)	
b. MDMO Planning Retreat (Oct 20-21)	
c. Travel Writer – Jess Dutra (Oct 24-26)	
d. MD Outdoor Recreation Summit (Oct 28-20)	
Adjournment	K. Clutz

UPCOMING DATES:

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**

August 27, 2025

9:00 AM

Washington County Museum of Fine Arts

MINUTES

PRESENT: Katie Clutz, Chair; Al Martin, Treasurer; Emilie Amt, Brittany Arizmendi, Sila Bartell, Sarah Black, Jessica Clark, Lester Curry, Sarah Hall, Jeremy Hulse, Jonathan Horowitz, Lettie Wilkes

ABSENT: David Blenckstone, John Gonano, Racha Iskandarani, Julie Rohm, Andrew Sargent, Brittany Wedd

INVITED GUEST: Bailey Ziler, NYT CPA

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

ROLL CALL

INTRODUCTION: Les Curry introduced a member of the CVB's new accounting firm, Bailey Ziler of NYT CPA. Mr. Curry is planning to retire in a few years and will be assisting to ensure a smooth transition.

TOPIC: **Minutes of April 16, 2025, and May 21, 2025**

MOTION: To approve the minutes of April 16, 2025, Board of Directors meeting, and May 21, 2025, minutes of the Annual Membership Meeting, as presented (Copies on file). 1st Al Martin, 2nd Sila Bartel

ACTION Approved

TOPIC: **Financial Report**

DISCUSSION: Les Curry reviewed the Financial Statement for the period ending July 31, 2025, with the Board. (Copy on file with the minutes)

TOPIC: **New Member**

MOTION: To accept the new CVB members, as presented (list on file with the minutes). 1st Jonathan Horowitz, 2nd Sila Bartel

ACTION: Approved

TOPIC: **President's Report**

DISCUSSION: Dan Spedden recently attended the MACO MDMO reception in Ocean City and had several officials in attendance, making it a very successful event.

He also discussed the Washington County Coalition and noted the collaboration between the Chamber, Greater Hagerstown Committee, Board of Education and the library to form a strong partnership in lobbying for specific agenda items.

State budget items for the Heart of the Civil War Heritage Area and plans for a new Visitor Welcome Center were initially approved but later vetoed by the Governor. These items will either return to the legislative agenda as last year or may be addressed through a veto override. MEDCO may help raise funds to manage grants. We currently have three. Mr. Spedden spoke with Representative April Delaney, who will be coming back in October for further discussion.

ADJOURNMENT

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

WASHINGTON COUNTY, MARYLAND CONVENTION & VISITORS BUREAU, INC

Statement of Activity - Accrual Basis

September 2025

	TOTAL	
	SEP 2025	JAN - SEP, 2025 (YTD)
Revenue		
3000 REVENUES		
315 Lodging Tax	133,760.23	1,021,287.72
320 Grants		126,146.00
325 Memberships	1,194.00	53,375.50
327 Member Activities		1,666.00
330 Visitor Guide		50,121.20
350 Miscellaneous Revenue		96,413.82
355 Interest Income	262.28	42,517.43
Total 3000 REVENUES	135,216.51	1,391,527.67
Total Revenue	\$135,216.51	\$1,391,527.67
GROSS PROFIT	\$135,216.51	\$1,391,527.67
Expenditures		
4000 ADMINISTRATIVE EXPENSES		
404 Salary-Staff	37,199.08	357,054.74
412 Payroll Processing		1,750.00
421 Payroll Taxes	2,847.93	21,299.36
423 FUTA/SUTA		398.34
431 Employee Insurance	14,201.98	43,744.98
433 Workmans Compensation		634.00
435 Retirement	4,046.32	43,583.31
438 Bonus/Incentives		5,000.00
Total 4000 ADMINISTRATIVE EXPENSES	58,295.31	473,464.73
5000 OPERATING EXPENSES		
501 Admin Telephone	718.39	5,094.39
505 Admin Postage	529.20	4,685.02
507 Admin Travel	130.74	537.92
513 Auto Expenses	779.21	7,351.69
515 Bank Charges	265.62	2,881.79
516 Board Expense		1,742.63
517 Board Insurance		4,680.00
521 Building Maintenance	238.50	1,978.11
523 Building Rent	2,102.64	18,834.86
526 Computer Supplies/Software	2,777.44	5,533.69
527 Computer Supplies	1,605.00	7,672.10
531 Copier Purchase	915.59	3,035.21
532 Depreciation	877.44	7,896.96
533 Equipment Maintenance	1,922.36	12,690.94
534 Equipment Rent	269.13	807.39
537 Office Printing		2,125.85
538 Office Supplies	96.15	1,095.42
539 Professional Fees	3,100.00	24,698.47

	TOTAL	
	SEP 2025	JAN - SEP, 2025 (YTD)
551 Subscriptions		256.35
557 Utilities	215.57	2,982.69
560 Newcomer House Expenses	1,632.78	4,528.85
Total 5000 OPERATING EXPENSES	18,175.76	121,110.33
6000 PROMOTIONAL PROGRAMS		
6100 ADVERTISING		
601 Media Placements	25,160.00	268,780.42
601.1 Collinson Media & Events	1,980.00	17,820.00
Total 601 Media Placements	27,140.00	286,600.42
602 Production	821.50	5,050.80
603 Web Site Maintenance	290.00	4,580.00
604 Fulfillment Services	1,693.32	44,765.75
608 EDA Strategic Planning		44,460.00
609 EDA - Destination Training	321.27	8,921.27
Total 6100 ADVERTISING	30,266.09	394,378.24
6200 SALES		
610 Travel Expenses	195.38	39,545.57
611 Show Registration/Booth Costs	255.00	2,990.00
614 Sales Equip/Supplies	79.04	1,393.27
615 Sales Act/Sponsorships	3,050.00	18,798.15
617 Misc Sales Costs	702.80	818.84
618 Familiarization Tours		24.84
620 Maryland Motorcoach Association		1,125.00
Total 6200 SALES	4,282.22	64,695.67
6300 PUBLIC RELATIONS		
631 Photography		-250.00
632 Video		1,000.00
633 Travel Writer Fam Tours	360.64	623.54
634 Lobbying		1,520.78
635 Miscellaneous & Local PR	1,430.41	26,750.46
636 Meals & Entertainment-PR	19.50	2,001.65
Total 6300 PUBLIC RELATIONS	1,810.55	31,646.43
6400 PUBLICATIONS		
644 Bike Map		4,080.20
646 Bridges Map		75.00
650 Visitors Guide		25,548.70
652 Calendar of Events Exp	1,588.93	3,733.23
653 Shopping/Dining Guide		14,931.07
Total 6400 PUBLICATIONS	1,588.93	48,368.20
6600 MEMBER RELATIONS		
671 Member Activities	700.00	19,913.00
Total 6600 MEMBER RELATIONS	700.00	19,913.00
6700 OTHER PROMOTIONAL PROGRAMS		
690 CW Heritage		7,500.00
691 Sports Marketing	26,140.95	223,550.00
693 Maryland Int'l Film		2,500.00
694 Membership	310.00	16,053.75
698 Staff Development	1,096.60	11,509.16

	TOTAL	
	SEP 2025	JAN - SEP, 2025 (YTD)
699 Research		4,000.00
700 Miss Maryland		10,000.00
700.1 Heart of the CW Heritage Area	12,777.66	38,333.00
700.2 Antietam Velo Club		3,000.00
700.4 Racine Multisports		3,000.00
701.2 Augustoberfest		1,500.00
701.5 Maryland Theatre		4,415.00
704 James Shauli Wagon Train		1,475.00
705 Doleman Black Heritage		2,030.00
Total 6700 OTHER PROMOTIONAL PROGRAMS	40,325.21	328,865.91
Total 6000 PROMOTIONAL PROGRAMS	78,973.00	887,867.45
Total Expenditures	\$155,444.07	\$1,482,442.51
NET OPERATING REVENUE	\$ -20,227.56	\$ -90,914.84
NET REVENUE	\$ -20,227.56	\$ -90,914.84

Note

No assurance is provided on these financial statements. Substantially all disclosures ordinarily included in financial statements prepared in accordance with the cash basis of accounting are not included.

WASHINGTON COUNTY, MARYLAND CONVENTION & VISITORS BUREAU, INC

Statement of Financial Position

As of September 30, 2025

	TOTAL	
	AS OF SEP 30, 2025	AS OF SEP 30, 2024 (PY)
ASSETS		
Current Assets		
Bank Accounts		
104 Truist Operating 0717	72,822.96	22,237.19
105 Truist Payroll Reserve 3581	879.51	879.39
106 Truist PR 0725	33,431.69	40,960.01
107 Cash BB&T - Operating Reserve 2225	157,864.36	292,517.51
111 CD - F&M Trust	275,908.37	262,468.91
112 CD - CNB Bank	268,890.80	254,020.85
Total Bank Accounts	\$809,797.69	\$873,083.86
Other Current Assets		
121 Grants Receivable	0.00	143,610.00
122 Lodging Tax Receivable	130,659.53	126,479.02
123 Other Receivable	9,478.00	0.00
QuickBooks Tax Holding Account	7,155.81	
Total Other Current Assets	\$147,293.34	\$270,089.02
Total Current Assets	\$957,091.03	\$1,143,172.88
Fixed Assets		
153 Office Equipment	54,173.22	62,023.38
163 Accum Depr- Office Equipment	-51,302.71	-49,212.59
Total Fixed Assets	\$2,870.51	\$12,810.79
Other Assets		
165 Right of Use Asset	89,279.00	122,399.00
Total Other Assets	\$89,279.00	\$122,399.00
TOTAL ASSETS	\$1,049,240.54	\$1,278,382.67
LIABILITIES AND EQUITY		
Liabilities		
Current Liabilities		
Accounts Payable		
203 Accounts Payable	0.00	44,764.38
Total Accounts Payable	\$0.00	\$44,764.38
Credit Cards		
Truist CC 2214	2,479.52	
Total Credit Cards	\$2,479.52	\$0.00
Other Current Liabilities		
200 Short-Term Lease Liability	30,360.00	30,946.00
222 Accrued Salaries & Benefits	23,415.86	17,658.86
227 Accrued Vacation	11,791.84	19,085.84
24000 Payroll Liabilities		
215 Federal Unemployment Payable	245.28	250.03
216 MD Unemployment Tax	7.72	0.00

	TOTAL	
	AS OF SEP 30, 2025	AS OF SEP 30, 2024 (PY)
Total 24000 Payroll Liabilities	253.00	250.03
Total Other Current Liabilities	\$65,820.70	\$67,940.73
Total Current Liabilities	\$68,300.22	\$112,705.11
Long-Term Liabilities		
201 Long-Term Lease Liability	60,054.00	90,414.00
Total Long-Term Liabilities	\$60,054.00	\$90,414.00
Total Liabilities	\$128,354.22	\$203,119.11
Equity		
290 Fund Balance	1,011,801.16	1,251,607.04
32000 Unrestricted Net Assets	0.00	0.00
Net Revenue	-90,914.84	-176,343.48
Total Equity	\$920,886.32	\$1,075,263.56
TOTAL LIABILITIES AND EQUITY	\$1,049,240.54	\$1,278,382.67

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	71,852.86	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	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	73,916.45	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	121,935.51	(24,888.15)
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	130,659.53	4,180.51
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	\$ 1,428,652.18	\$ 1,137,645.41	\$ (37,106.67)
12 mths 2018		1,109,383.05	12 mths 2019	1,138,280.95	12 mths 2020	795,830.33		7 mth 2025			712,937.11
12 mths 2017		1,026,548.03	12 mths 2018	1,109,383.05	12 mths 2019	1,138,280.95		7 mth 2024			760,279.22
Increase \$\$		82,835.02	Increase \$\$	28,897.90	Decrease \$\$	(342,450.62)		Increase \$\$			(47,342.11)
Increase %		8.07%	Increase %		Decrease %	-30.08%		Increase %			-6.23%
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	\$ 485,568.66	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	\$ 661,886.93	2014	\$ 994,671.58								
2006	\$ 765,219.60	2015	\$ 1,021,403.69								

Washington County, Maryland Convention & Visitors Bureau, Inc.
Accountants Report/Discussion Points - Executive Board

September 30, 2025

		Sep-25 Year To Date	Sep-24 Prior YTD	Year to Year Variance	Current Year Budget	Sep-25 YTD Variance To Budget
1)	REVENUE:					
	Lodging Tax Revenue	1,021,287.72	1,100,168.52	(78,880.80)	1,084,000.00	(62,712.28)
	Grants	126,146.00	256,664.00	(130,518.00)	55,564.00	70,582.00
	Washington County Grant	-	-	-	-	-
	USA Cycling	-	-	-	-	-
	Memberships	53,375.50	60,737.96	(7,362.46)	56,900.00	(3,524.50)
	Member Activities	1,666.00	-	1,666.00	-	1,666.00
	Visitor Guide	50,121.20	39,467.50	10,653.70	25,000.00	25,121.20
	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	42,517.43	13,302.21	29,215.22	6,300.00	36,217.43
	Loss on disposal of assets	-	-	-	-	-
	TOTAL REVENUE	1,391,527.67	1,470,340.19	(78,812.52)	1,227,764.00	163,763.67
	Total Administrative Expense	473,464.73	452,562.33	20,902.40	488,236.00	(14,771.27)
	Total Operating Expense	121,110.33	113,701.62	7,408.71	119,762.00	1,348.33
	Promotional Programs:					
	Advertising	394,378.24	455,795.00	(61,416.76)	277,730.00	116,648.24
	Sales	64,695.67	66,569.52	(1,873.85)	57,524.00	7,171.67
	Public Relations	31,646.43	78,035.85	(46,389.42)	25,460.00	6,186.43
	Publications	48,368.20	37,192.17	11,176.03	54,800.00	(6,431.80)
	Product Development	-	-	-	-	-
	Member Relations	19,913.00	23,074.55	(3,161.55)	10,850.00	9,063.00
	Other Promotional Programs	328,865.91	419,752.63	(90,886.72)	109,849.00	219,016.91
	Total Promotional Programs	887,867.45	1,080,419.72	(192,552.27)	536,213.00	351,654.45
	TOTAL EXPENSES	1,482,442.51	1,646,683.67	(164,241.16)	1,144,211.00	338,231.51
	NET SURPLUS (DEFICIT)	(90,914.84)	(176,343.48)	85,428.64	83,553.00	(174,467.84)
	Expenses grouped by functional category:					
	Program Services	1,250,444.79	1,424,928.13	- This Assumes that 51% of Administrative Expense is allocated to Program Services.		
	Management & General	231,997.72	221,755.54			
		1,482,442.51	1,646,683.67			
	Program Service % age	84%	87%			

Here is Rich Owens' Bio

My name is Rich Owens.

I have been a businessman for most of my professional career. As a Radiation Therapist and a general contractor. I have always been challenged to think outside of the box. I am a creative, problem solver and work well with people. Coming up with viable, achievable answers to complex problems stimulates me. My wife and I own and manage the "Inn On Potomac" in the downtown historic district.

Working on this business from start to finish, I interacted with the city zoning, code compliance and permitting departments during all phases of the project. The business started and has been running successfully for over 2 years now.

I love to see things thrive, be it a person, a business, or a community.

I feel, that working together, so much more can be achieved than working individually.

It's amazing what can be accomplished when no one cares who gets the credit...

		Budget Recap												2024 Budget		2024 Actual	
		Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec				
	Revenues	\$ 141,600	\$ 159,400	\$ 110,000	\$ 140,700	\$ 116,700	\$ 180,000	\$ 147,200	\$ 172,700	\$ 147,700	\$ 142,300	\$ 142,300	\$ 132,200	\$ 1,742,500	\$ 1,811,305	2025 grants higher	
	Administration	\$ 76,682	\$ 50,082	\$ 50,998	\$ 50,203	\$ 69,855	\$ 55,906	\$ 55,903	\$ 55,203	\$ 50,203	\$ 64,855	\$ 50,203	\$ 50,203	\$ 640,385	\$ 605,400	2026 raises and bonuses	
	Operations	\$ 9,637	\$ 9,362	\$ 10,872	\$ 15,488	\$ 15,023	\$ 13,900	\$ 9,763	\$ 10,678	\$ 11,678	\$ 10,610	\$ 10,003	\$ 10,898	\$ 143,645	\$ 160,744		
	Promotional Programs	\$ 59,350	\$ 69,350	\$ 83,400	\$ 83,750	\$ 65,450	\$ 80,260	\$ 62,525	\$ 83,428	\$ 62,228	\$ 81,228	\$ 75,860	\$ 20,150	\$ 843,078	\$ 1,009,343	2025 marketing grants higher	
	Balance	\$ (3,060)	\$ 30,576	\$ (41,268)	\$ (6,940)	\$ (33,627)	\$ 31,654	\$ 19,009	\$ 22,392	\$ 24,092	\$ (13,001)	\$ 6,134	\$ 41,040	\$ 76,001	\$ 27,827		
	NON-EXPENSE ITEMS																
520	Capital Purchases	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -		
540	Reserve Funding	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -		
540	Loan Payments	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -		
	Reserve Funding to be used	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -		
	Total Net Balance	\$ (3,060)	\$ 30,576	\$ (41,268)	\$ (6,940)	\$ (33,627)	\$ 31,654	\$ 19,009	\$ 22,392	\$ 24,092	\$ (13,001)	\$ 6,134	\$ 41,040	\$ 76,001	\$ 24,788		

NEW MEMBERS

The Hub Pub

Tammy Stanton

49 Eastern Blvd., N

Hagerstown, MD 21740

Willowood Washington

Tina Llewelly/Brandon Green

19223 Manor Church Rd.

Boonsboro, MD 21713

301-202-4043

www.willowoodwashington.com