



MEETING of the BOARD OF DIRECTORS

AGENDA

April 15, 2026

Hagerstown Ice & Sports Complex

Call to Order	K. Clutz
Roll Call	J. Thomas
Audit Report 2025	Kelly Smith and Brianne Dickinson
Approval of Minutes	K. Clutz
Financial Report	L. Curry
Executive Committee	D. Spedden
a. Board of Directors	
New Member	D. Spedden
President's Report	D. Spedden
a. Legislative Update	
b. JFK Update	
c. Reimagining Dual Highway (GHC)	
d. WVU vs Penn St. at Meritus Park	
e. Visitor Guide Delivery	
f. Genealogy Presentation	
g. Hagerstown Ice & Sports Complex - Paul Sweeney	
Adjournment	K. Clutz

UPCOMING DATES:

May 14 – Annual Membership Meeting

June 24 and July 22– Executive Committee

August 26 – 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 18, 2026

9:00 AM

Virtual Meeting

MINUTES

PRESENT: Katie Clutz, Chair; Al Martin, Treasurer; Emilie Amt, Brittany Arizmendi, Sila Bartell, Sarah Black, Jessica Clark, Lester Curry, John Gonano, Sarah Hall, Jonathan Horowitz, Racha Iskandarani, Rich Owens, Andrew Sargent, Brittany Wedd, Lettie Wilkes

ABSENT: Sarah Black, David Blenckstone, Jeremy Hulse, Julie Rohm

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

ROLL CALL

TOPIC: **Financial Report**

DISCUSSION: Les Curry reviewed the Financial Statement for the period ending January 31, 2026, with the Board of Directors.

MOTION: To accept the Financial Statement for the period ending January 31, 2026, as presented (Copy on file with the minutes).

ACTION: Accepted

TOPIC: **Minutes of January 21, 2026**

MOTION: To approve the minutes of January 21, 2026, Board of Directors meeting, as presented (Copy on file). 1st Brittany Wedd, 2nd Al Martin

ACTION Approved

TOPIC: **Bylaws**

DISCUSSION: Dan Spedden reported that no additional revisions to the proposed Bylaws had been received by the Board. A motion was requested to recommend that the proposed Bylaws revisions be presented to the membership for consideration at the Annual Membership Meeting in May 2026.

MOTION: To recommend the proposed Bylaws revisions to the Membership for approval at the upcoming Annual Membership Meeting on May 14, 2026. (Copies will be mailed prior to the meeting.) 1st Al Martin; 2nd Rich Owens.

ACTION Approved

TOPIC: **New Member**

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

ACTION: Approved

TOPIC: Board of Directors – Resignation

DISCUSSION: Dan Spedden reported that Sila Bartel has submitted her resignation from the Board of Directors. Ms. Bartel has served on the Board since 2017. Her seat is a Chamber of Commerce appointment, and Mr. Spedden will coordinate with the Chamber regarding the appointment of her successor.

TOPIC: President’s Report

DISCUSSION: The following is a summary of Dan Spedden’s report to the Board of Directors:

- a. In conjunction with Visit Hagerstown, the City of Hagerstown will be utilizing the theme “History, is in our nature.” to unify the message.
- b. Testimonies for Lift the Cap will be heard in the MD Senate on February 18, 2026.
- c. With Maryland OTD’s tourism budget being cut by nearly \$3 million, “Investing in Tourism” has become Maryland DMO’s message and MDMO will testify at OTD budget hearings.
- d. Maryland Sports Commission is housed in Maryland Stadium Authority and manages the funds. Two grant pools for amateur sports and major sports and entertainment events. We want to apply for a \$75K award to bring the first major event to Meritus Park and were encouraged to apply at the end of February.
- e. The CVB has two 22-month CDs that mature in January each year. Dan recently renewed one of the CDs for six (6) months instead so that these short-term investments mature, one each in January and July.
- f. The possibility that the annual JFK 50 may leave Washington County after 61 years still exists. The location of the JFK 50 has not been determined and could be another 3-4 weeks. The CVB is working to retain the event.
- g. Hagerstown Ice & Sports Complex wants to expand to two sheets of ice so they can host tournaments and asked the CVB for help. The Maryland Stadium Authority has a pool of funds they may be able to apply through an act of legislation. The CVB is producing several social media videos of the ice rink to raise awareness of the rink in advance of capital campaign.
- h. Tiffany Ahalt provided an update on Certified Destination Ambassador program which is ready for a BETA test. Program is to launch in April.
- i. Tourism Day in Annapolis: The CVB took several partners to this event.

ADJOURNMENT

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

WASHINGTON COUNTY, MARYLAND CONVENTION & VISITORS BUREAU, INC

Statement of Activity - Accrual Basis

March 2026

	TOTAL	
	MAR 2026	JAN - MAR, 2026 (YTD)
Income		
3000 REVENUES		
315 Lodging Tax	94,767.05	269,286.69
320 Grants	134,365.00	138,365.00
325 Memberships	55,487.42	59,263.67
330 Visitor Guide	26,860.03	36,569.73
355 Interest Income	380.85	8,002.25
Total 3000 REVENUES	311,860.35	511,487.34
Total Income	\$311,860.35	\$511,487.34
GROSS PROFIT	\$311,860.35	\$511,487.34
Expenses		
4000 ADMINISTRATIVE EXPENSES		
404 Salary-Staff	38,399.26	135,800.10
421 Payroll Taxes	2,909.98	10,607.11
431 Employee Insurance	5,598.19	15,447.01
435 Retirement	4,198.96	12,828.01
Total 4000 ADMINISTRATIVE EXPENSES	51,106.39	174,682.23
5000 OPERATING EXPENSES		
501 Admin Telephone	768.24	1,810.60
505 Admin Postage	512.00	1,019.00
507 Admin Travel	48.58	86.91
513 Auto Expenses	804.29	2,774.05
515 Bank Charges	633.75	1,022.93
516 Board Expense	3.17	3.17
517 Board Insurance	1,588.00	2,293.00
521 Building Maintenance	238.50	477.00
523 Building Rent	3,697.61	7,902.89
527 Computer Supplies/Software	385.94	631.37
531 Copier Purchase	915.59	976.80
532 Depreciation	877.44	2,632.32
533 Equipment Maintenance	1,364.76	4,054.28
534 Equipment Rent	269.13	269.13
535 Interest Expense	18.00	272.00
536 Meals & Entertainment	32.72	96.80
537 Office Printing	281.11	281.11
538 Office Supplies	101.74	338.43
539 Professional Fees	8,002.83	15,814.83
551 Subscriptions	21.19	56.78
557 Utilities	836.66	1,471.77
560 Newcomer House Expenses	728.48	834.01
Total 5000 OPERATING EXPENSES	22,129.73	45,119.18
6000 PROMOTIONAL PROGRAMS		

	TOTAL	
	MAR 2026	JAN - MAR, 2026 (YTD)
6100 ADVERTISING		
601 Media Placements	25,126.00	41,120.00
601.1 Collinson Media & Events	1,980.00	5,940.00
Total 601 Media Placements	27,106.00	47,060.00
602 Production	393.00	1,225.10
603 Web Site Maintenance	320.00	930.00
604 Fulfillment Services	2,437.75	11,928.44
609 EDA - Destination Training	5,061.85	5,189.05
Total 6100 ADVERTISING	35,318.60	66,332.59
6200 SALES		
610 Travel Expenses	2,683.29	11,929.91
611 Show Registration/Booth Costs	275.00	600.00
612 Conv Serv/Incentives	634.85	634.85
615 Sales Act/Sponsorships	3,950.00	6,635.00
617 Misc Sales Costs		4.80
Total 6200 SALES	7,543.14	19,804.56
6300 PUBLIC RELATIONS		
632 Video	1,875.00	1,875.00
634 Lobbying		4,520.78
635 Miscellaneous & Local PR	1,100.00	1,740.00
636 Meals & Entertainment-PR	373.16	3,025.42
Total 6300 PUBLIC RELATIONS	3,348.16	11,161.20
6600 MEMBER RELATIONS		
671 Member Activities	200.00	251.71
Total 6600 MEMBER RELATIONS	200.00	251.71
6700 OTHER PROMOTIONAL PROGRAMS		
691 Sports Marketing	1,450.00	3,450.00
693 Maryland Int'l Film		2,500.00
694 Membership	1,394.00	1,394.00
698 Staff Development		1,296.84
700.2 Antietam Velo Club	3,000.00	3,000.00
700.4 Racine Multisports		3,000.00
701.5 Maryland Theatre		2,500.00
701.8 Hagerstown Baseball	7,250.00	7,250.00
704 James Shaul Wagon Train	750.00	750.00
705 Doleman Black Heritage	500.00	500.00
Total 6700 OTHER PROMOTIONAL PROGRAMS	14,344.00	25,640.84
Total 6000 PROMOTIONAL PROGRAMS	60,753.90	123,190.90
Total Expenses	\$133,990.02	\$342,992.31
NET OPERATING INCOME	\$177,870.33	\$168,495.03
NET INCOME	\$177,870.33	\$168,495.03

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 March 31, 2026

	TOTAL	
	AS OF MAR 31, 2026	AS OF MAR 31, 2025 (PY)
ASSETS		
Current Assets		
Bank Accounts		
104 Truist Operating 0717	159,231.87	44,074.15
105 Truist Payroll Reserve 3581	879.57	879.45
106 Truist PR 0725	25,570.91	18,864.33
107 Cash BB&T - Operating Reserve 2225	169,674.90	261,004.00
111 CD - F&M Trust	281,529.72	269,322.73
112 CD - CNB Bank	274,564.30	262,444.44
Total Bank Accounts	\$911,451.27	\$856,589.10
Accounts Receivable		
11000 Accounts Receivable	52,932.00	
Total Accounts Receivable	\$52,932.00	\$0.00
Other Current Assets		
121 Grants Receivable	0.00	29,418.00
122 Lodging Tax Receivable	94,767.04	88,139.41
Credit Card Receivables	99.00	
QuickBooks Tax Holding Account	345.27	
Total Other Current Assets	\$95,211.31	\$117,557.41
Total Current Assets	\$1,059,594.58	\$974,146.51
Fixed Assets		
153 Office Equipment	54,173.22	54,173.22
163 Accum Depr- Office Equipment	-56,567.35	-46,038.07
Total Fixed Assets	\$ -2,394.13	\$8,135.15
Other Assets		
165 Right of Use Asset	89,279.00	89,279.00
Total Other Assets	\$89,279.00	\$89,279.00
TOTAL ASSETS	\$1,146,479.45	\$1,071,560.66
LIABILITIES AND EQUITY		
Liabilities		
Current Liabilities		
Accounts Payable		
203 Accounts Payable	0.00	17,516.07
Total Accounts Payable	\$0.00	\$17,516.07
Credit Cards		
Truist CC 2214	1,519.60	
Total Credit Cards	\$1,519.60	\$0.00
Other Current Liabilities		
200 Short-Term Lease Liability	30,360.00	30,360.00
222 Accrued Salaries & Benefits	23,415.86	23,415.86
227 Accrued Vacation	95,919.57	11,791.84

	TOTAL	
	AS OF MAR 31, 2026	AS OF MAR 31, 2025 (PY)
24000 Payroll Liabilities		
211 Federal Taxes Payable (941/943/944)	5,520.52	0.00
215 Federal Unemployment Payable	0.00	223.20
216 MD Unemployment Tax	0.84	330.22
Federal Unemployment (940)	217.56	
MD Income Tax	1,455.58	
Total 24000 Payroll Liabilities	7,194.50	553.42
Accrued Incentive Pay	10,000.00	
Accrued Wellness Pay	11,321.78	
Total Other Current Liabilities	\$178,211.71	\$66,121.12
Total Current Liabilities	\$179,731.31	\$83,637.19
Long-Term Liabilities		
201 Long-Term Lease Liability	60,054.00	60,054.00
Total Long-Term Liabilities	\$60,054.00	\$60,054.00
Total Liabilities	\$239,785.31	\$143,691.19
Equity		
290 Fund Balance	1,011,801.16	1,011,801.16
32000 Unrestricted Net Assets	-273,602.05	0.00
Net Income	168,495.03	-83,931.69
Total Equity	\$906,694.14	\$927,869.47
TOTAL LIABILITIES AND EQUITY	\$1,146,479.45	\$1,071,560.66

This reflects the ACTUAL MONTH RECEIVED - CASH BASIS

	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2026 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	74,583.66	119,458.39	106,300.25	(13,158.14)
February	57,003.42	55,985.59	65,454.42	65,077.18	72,100.55	57,811.08	74,835.54	187,214.12	120,286.25	76,962.35	84,932.63	7,970.28
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	69,230.85	91,785.08	89,587.00	(2,198.08)
April	70,990.50	75,843.67	64,652.20	77,755.71	63,506.82	87,774.07	108,342.13	127,028.13	70,954.23	88,139.41	94,767.04	6,627.63
May	79,149.51	73,261.67	82,132.79	91,379.88	41,174.27	88,688.10	108,965.05	102,370.22	108,686.96	98,694.40		
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		
July	108,095.75	103,935.74	127,296.55	108,702.85	39,839.02	117,559.56	126,309.02	162,924.95	136,707.82	128,355.38		
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		
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		
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		
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	144,859.16		
December	93,983.13	100,143.98	102,655.62	98,368.15	70,517.53	130,778.88	124,567.22	138,544.03	121,514.71	126,115.61		
ANNUAL TOTAL	\$ 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	\$ 1,408,620.18	\$ 375,586.92	(758.31)
12 mnths 2018		1,109,383.05	12 mnths 2019	1,138,280.95	12 mnths 2020	795,830.33						94,767.04
12 mnths 2017		1,026,548.03	12 mnths 2018	1,109,383.05	12 mnths 2019	1,138,280.95						88,139.41
Increase \$\$		82,835.02	Increase \$\$	28,897.90	Decrease \$\$	(342,450.62)						6,627.63
Increase %		8.07%	Increase %	2.60%	Decrease %	-30.08%						7.52%
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								

Washington County, Maryland Convention & Visitors Bureau, Inc.
Accountants Report/Discussion Points - Executive Board
March 1, 2026

	Mar-26 Year To Date	Mar-25 Prior YTD	Year to Year Variance	Current Year Budget	Mar-26 YTD Variance To Budget
1) REVENUE:					
Lodging Tax Revenue	269,286.69	256,886.84	12,399.85	300,000.00	(30,713.31)
Grants	138,365.00	29,418.50	108,946.50	75,000.00	63,365.00
Washington County Grant	-	-	-	-	-
USA Cycling	-	-	-	-	-
Memberships	59,263.67	7,478.50	51,785.17	4,600.00	54,663.67
Member Activities	-	-	-	-	-
Visitor Guide	36,569.73	34,363.00	2,206.73	29,300.00	7,269.73
Publication Advertising	-	-	-	-	-
Advertising Co-ops	-	-	-	-	-
Vacation Value Pass	-	-	-	-	-
Gift Shop Sales	-	-	-	-	-
Sponsorships	-	-	-	-	-
Miscellaneous Revenue	-	-	-	-	-
Ticket Sale Commissions	-	-	-	-	-
Illuminations	-	-	-	-	-
Interest Income	8,002.25	454.07	7,548.18	2,100.00	5,902.25
Loss on disposal of assets	-	-	-	-	-
TOTAL REVENUE	511,487.34	328,600.91	182,886.43	411,000.00	100,487.34
Total Administrative Expense	174,809.10	167,008.22	7,800.88	177,760.00	(2,950.90)
Total Operating Expense	45,119.18	37,912.45	7,206.73	35,901.00	9,218.18
Promotional Programs:					
Advertising	66,332.59	121,134.45	(54,801.86)	93,560.00	(27,227.41)
Sales	19,804.56	25,977.15	(6,172.59)	22,850.00	(3,045.44)
Public Relations	11,161.20	14,429.50	(3,268.30)	4,151.65	7,009.55
Publications	-	7,254.94	(7,254.94)	-	-
Product Development	-	-	-	-	-
Member Relations	251.71	1,574.32	(1,322.61)	51.71	200.00
Other Promotional Programs	25,640.84	37,241.57	(11,600.73)	13,630.70	12,010.14
Total Promotional Programs	123,190.90	207,611.93	(84,421.03)	134,244.06	(11,053.16)
TOTAL EXPENSES	343,119.18	412,532.60	(69,413.42)	347,905.06	(4,785.88)
NET SURPLUS (DEFICIT)	168,368.16	(83,931.69)	252,299.85	63,094.94	105,273.22
Expenses grouped by functional category:					
Program Services	257,462.72	330,698.57			
Management & General	85,656.46	81,834.03			
	<u>343,119.18</u>	<u>412,532.60</u>			
Program Service % age	75%	80%			

- This Assumes that 51% of Administrative Expense is allocated to Program Services.

NEW MEMBERS

Ernst Country Market

Greg Ernst

11650 #5 Dam Rd.

Clear Spring, MD 21722

301-842-2292

ernstmarket.com