



## MEETING of the BOARD OF DIRECTORS

### AGENDA

Conference Call  
March 25, 2020  
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. CVB Board	
New Business	D. Spedden
a. Stadium Update	
b. House Bill 436	
c. BMX Update	
Q&A with Staff	Staff
Adjournment	A. Sargent

#### Upcoming CVB Events:

April 15 – Partner Orientation  
April 22 – Executive Committee  
May 3-9 – National Travel & Tourism Week  
    May 5 – CVB Seminar  
    May 7 – Spring Social  
May 20 – CVB Board of Directors and 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  
February 26, 2020  
9:00AM  
USMH Hospitality Center  
MINUTES**

**PRESENT:** Tiffany Ahalt, Mary Anne Burke, Katie Clutz, Lester Curry, Leslie Hart, Mary Ironside, Racha Iskandarani, Rebecca Massie Lane, Travis Painter, Julie Rohm, Jeannie Ridenour

**ABSENT:** Sila Alegret-Bartel, Angie Hummer, Teri Leiter, Al Martin, Amanda Rankin  
Andrew Sargent,

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

**ROLL CALL**

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

**DISCUSSION:** Les Curry reviewed the January 31, 2020, Financial Statement with the board.

**MOTION:** To accept the January 31, 2020, Financial Report, as presented. 1<sup>st</sup> Leslie Hart, 2<sup>nd</sup> Travis Painter

**ACTION:** Approved

**TOPIC:** **Minutes of October 23, 2019, and December 4, 2019**

**MOTION:** To approve the minutes of the October 23 and December 4, 2019, minutes of the Board of Directors and the Annual Membership Meeting, as presented. 1<sup>st</sup> Leslie Hart, 2<sup>nd</sup> Mary Anne Burke.

**ACTION:** Approved

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

**DISCUSSION:** Dan Spedden shared with the board that Tiffany Ahalt was resigning from serving on the Board of Directors in order to accept the position of Director of Sales at the CVB. Her first day will be March 2, 2020.

**MOTION:** To accept the resignation of Tiffany Ahalt from the Board of Directors. 1<sup>st</sup> Travis Painter, 2<sup>nd</sup> Mary Ironside

**ACTION:** Approved

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

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

**ACTION:** Approved

**TOPIC:** House Bill 1598

**DISCUSSION:** The Board discussed HB 1598 regarding Washington County hotel rental tax and rate and distribution of revenue, which was submitted in the Maryland Legislature.

**ACTION:** No action was taken.

**ADJOURNMENT**

Daniel Spedden, President/Chair  
Jolene Thomas, Recording Secretary

Washington County, Maryland Convention & Visitors Bureau, Inc.  
 Accountants Report/Discussion Points  
 February 29, 2020

1)	Total cash on hand @ 02/29/20	129,436.92	108.0% of 1 month expense
	Total cash on hand @ 02/28/19	121,976.24	
	Total cash on hand @ 12/31/19	141,101.67	
	Annual budgeted expenses	1,438,381.00	
	Average monthly budgeted expenses	119,865.08	
2)	Lodging Tax Receivable @ 02/29/20	69,471.98	
	Lodging Tax Receivable @ 02/28/19	<u>65,839.16</u>	
	Increase	<u>\$ 3,632.82</u>	
3)	Accounts Payable @ 02/29/20	35,907.13	
	Accounts Payable @ 02/28/19	<u>23,091.89</u>	
	Increase	<u>\$ 12,815.24</u>	
4)	Total Liabilities: 2/29/2020	60,316.35	
	2/28/2019	<u>47,856.81</u>	
	Increase	<u>\$ 12,459.54</u>	
5)	Current Deficit	(24,900.51)	
	Prior Year Surplus	<u>6,603.79</u>	
	Decrease from prior year	(31,504.30)	
6)	Total Revenue @ 02/29/20	182,199.08	
	Total Revenue @ 02/28/19	<u>190,323.40</u>	
	Decrease	<u>\$ (8,124.32)</u>	

**Washington County, Maryland Convention & Visitors Bureau**  
**Statement of Financial Position**  
As of February 29, 2020

	Feb 29, 20	Feb 28, 19	\$ Change	% Change
<b>ASSETS</b>				
<b>Current Assets</b>				
<b>Checking/Savings</b>				
104 · Cash BB&T - Operating	22,059.17	21,515.66	543.51	2.5%
105 · Cash BB&T - Payroll Reserve	1,310.84	1,310.59	0.25	0.0%
106 · Cash BB&T - PR	1,000.00	1,151.88	-151.88	-13.2%
107 · Cash BB&T - Operating Reserve	104,616.91	97,548.11	7,068.80	7.3%
108 · Cash Visitors Center	450.00	450.00	0.00	0.0%
<b>Total Checking/Savings</b>	<b>129,436.92</b>	<b>121,976.24</b>	<b>7,460.68</b>	<b>6.1%</b>
<b>Other Current Assets</b>				
122 · Lodging Tax Receivable	69,471.98	65,839.16	3,632.82	5.5%
131 · Inventory - Gift Shop	10,801.67	10,452.38	349.29	3.3%
<b>Total Other Current Assets</b>	<b>80,273.65</b>	<b>76,291.54</b>	<b>3,982.11</b>	<b>5.2%</b>
<b>Total Current Assets</b>	<b>209,710.57</b>	<b>198,267.78</b>	<b>11,442.79</b>	<b>5.8%</b>
<b>Fixed Assets</b>				
153 · Office Equipment	72,658.84	66,382.01	6,276.83	9.5%
157 · Leasehold Improvements	33,236.38	33,236.38	0.00	0.0%
163 · Accum Depr- Office Equipment	-52,272.57	-47,053.02	-5,219.55	-11.1%
167 · Accum Depr-Leasehold Impr	-21,145.33	-19,205.44	-1,939.89	-10.1%
<b>Total Fixed Assets</b>	<b>32,477.32</b>	<b>33,359.93</b>	<b>-882.61</b>	<b>-2.7%</b>
<b>TOTAL ASSETS</b>	<b>242,187.89</b>	<b>231,627.71</b>	<b>10,560.18</b>	<b>4.6%</b>
<b>LIABILITIES &amp; EQUITY</b>				
<b>Liabilities</b>				
<b>Current Liabilities</b>				
<b>Accounts Payable</b>				
203 · Accounts Payable	35,907.13	23,091.89	12,815.24	55.5%
<b>Total Accounts Payable</b>	<b>35,907.13</b>	<b>23,091.89</b>	<b>12,815.24</b>	<b>55.5%</b>
<b>Other Current Liabilities</b>				
221 · Sales Tax Payable	71.36	77.16	-5.80	-7.5%
222 · Accrued Salaries & Benefits	19,229.02	18,461.48	767.54	4.2%
227 · Accrued Vacation	5,108.84	6,226.28	-1,117.44	-18.0%
<b>Total Other Current Liabilities</b>	<b>24,409.22</b>	<b>24,764.92</b>	<b>-355.70</b>	<b>-1.4%</b>
<b>Total Current Liabilities</b>	<b>60,316.35</b>	<b>47,856.81</b>	<b>12,459.54</b>	<b>26.0%</b>
<b>Total Liabilities</b>	<b>60,316.35</b>	<b>47,856.81</b>	<b>12,459.54</b>	<b>26.0%</b>
<b>Equity</b>				
290 · Fund Balance	206,772.05	177,167.11	29,604.94	16.7%
Net Income	-24,900.51	6,603.79	-31,504.30	-477.1%
<b>Total Equity</b>	<b>181,871.54</b>	<b>183,770.90</b>	<b>-1,899.36</b>	<b>-1.0%</b>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>242,187.89</b>	<b>231,627.71</b>	<b>10,560.18</b>	<b>4.6%</b>

Washington County, Maryland Convention & Visitors Bureau, Inc.  
Accountants Report/Discussion Points - Executive Board  
February 29, 2020

	Feb 2020 Year To Date	Feb 2019 Prior YTD	Year to Year Variance	Current Year Budget	Feb 2020 YTD Variance To Budget
1) REVENUE:					
Lodging Tax Revenue	141,572.53	130,916.34	10,656.19	150,000.00	(8,427.47)
Grants	-	-	-	-	-
Memberships	673.00	19,830.00	(19,157.00)	950.00	(277.00)
Member Activities	-	-	-	-	-
Visitor Guide	38,609.71	37,387.58	1,222.13	37,000.00	1,609.71
Publication Advertising	-	-	-	-	-
Advertising Co-ops	-	-	-	-	-
Vacation Value Pass	-	-	-	-	-
Gift Shop Sales	1,336.88	2,153.18	(816.30)	2,200.00	(863.12)
Sponsorships	-	-	-	-	-
Miscellaneous Revenue	5.39	4.71	0.68	-	5.39
Ticket Sale Commissions	-	-	-	-	-
Illuminations	-	-	-	-	-
Interest Income	1.57	31.59	(30.02)	30.00	(28.43)
Loss on disposal of assets	-	-	-	-	-
<b>TOTAL REVENUE</b>	<b>182,199.08</b>	<b>190,323.40</b>	<b>(8,124.32)</b>	<b>190,180.00</b>	<b>(7,980.92)</b>
<b>Total Administrative Expense</b>	<b>106,526.47</b>	<b>89,748.39</b>	<b>16,778.08</b>	<b>88,254.00</b>	<b>18,272.47</b>
<b>Total Operating Expense</b>	<b>23,585.32</b>	<b>24,861.88</b>	<b>(1,276.56)</b>	<b>24,394.00</b>	<b>(808.68)</b>
Promotional Programs:					
Advertising	35,636.94	34,574.28	1,062.66	43,400.00	(7,763.06)
Sales	13,230.85	10,905.97	2,324.88	12,395.00	835.85
Public Relations	7,289.72	13,191.90	(5,902.18)	6,550.00	739.72
Publications	5,276.90	1,392.29	3,884.61	3,225.00	2,051.90
Product Development	800.00	-	800.00	-	800.00
Member Relations	500.00	-	500.00	250.00	250.00
Other Promotional Programs	14,253.39	9,044.90	5,208.49	15,810.00	(1,556.61)
<b>Total Promotional Programs</b>	<b>76,987.80</b>	<b>69,109.34</b>	<b>7,878.46</b>	<b>81,630.00</b>	<b>(4,642.20)</b>
<b>TOTAL EXPENSES</b>	<b>207,099.59</b>	<b>183,719.61</b>	<b>23,379.98</b>	<b>194,278.00</b>	<b>12,821.59</b>
<b>NET SURPLUS (DEFICIT)</b>	<b>(24,900.51)</b>	<b>6,603.79</b>	<b>(31,504.30)</b>	<b>(4,098.00)</b>	<b>(20,802.51)</b>
Expenses grouped by functional category:					
Program Services	154,901.62	139,742.90	-	-	-
Management & General	52,197.97	43,976.71	-	-	-
	207,099.59	183,719.61	-	-	-
Program Service % age	75%	76%	-	-	-
			- This Assumes that 51% of Administrative Expense is allocated to Program Services.		

Washington County, Maryland Convention & Visitors Bureau, Inc.  
Lodging Tax Revenue Received

2010 - 2019

This reflects the ACTUAL MONTH RECEIVED - CASH BASIS

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2020 Change
January	58,689.83	79,957.28	59,162.41	75,098.47	75,948.72	83,922.60	68,837.45	70,452.47	77,919.95	87,658.08	9,738.13
February	45,519.81	45,628.29	65,897.19	53,697.02	57,790.64	57,003.42	55,985.59	65,454.42	65,077.18	72,100.55	7,023.37
March	44,841.39	52,964.84	57,032.25	54,049.77	56,247.52	56,433.17	62,015.27	63,139.50	65,859.16	69,471.98	3,632.82
April	56,052.59	56,810.97	59,566.03	73,737.56	75,308.62	70,990.50	75,843.67	64,852.20	77,755.71		
May	60,122.37	85,258.29	70,485.79	74,192.08	81,108.16	79,149.51	73,261.67	82,132.79	91,379.88		
June	65,096.95	77,905.19	74,805.87	80,166.19	87,765.22	86,386.23	86,997.98	94,991.50	97,919.16		
July	114,772.53	89,682.15	87,470.87	96,526.37	100,135.61	108,095.75	103,935.74	127,296.55	106,702.85		
August	93,345.17	104,757.06	99,564.46	105,994.01	108,801.61	105,121.32	103,712.96	107,924.58	129,609.50		
September	89,440.36	93,510.33	103,481.11	108,753.10	104,693.43	106,954.09	109,878.67	124,891.18	121,973.79		
October	88,201.31	92,492.59	92,604.23	99,333.60	101,208.40	100,509.04	96,044.50	105,131.29	108,135.15		
November	73,126.18	84,786.05	78,575.93	85,858.49	87,280.18	83,015.59	89,890.55	100,460.95	97,600.47		
December	65,208.24	93,257.89	77,232.22	87,264.92	85,115.58	93,983.13	100,143.98	102,655.62	98,368.15		
ANNUAL TOT	\$ 854,416.73	\$ 957,010.93	\$ 925,868.36	\$ 994,671.58	\$ 1,021,403.69	\$ 1,031,564.35	\$ 1,026,548.03	\$ 1,109,383.05	\$ 1,138,280.95	\$ 229,230.61	\$ 20,394.32
		12 mnths 2017	1,026,548.03	12 mnths 2018	1,109,383.05	12 mnths 2019	1,138,280.95			3 mnths 2020	229,230.61
		12 mnths 2016	1,031,564.35	12 mnths 2017	1,026,548.03	12 mnths 2018	1,109,383.05			3 mnths 2019	208,836.29
		Decrease \$\$	(5,016.32)	Increase \$\$	82,835.02	Increase \$\$	28,897.90			Increase \$\$	20,394.32
		Decrease %	-0.49%	Increase %	8.07%	Increase %	2.60%			Increase %	9.77%
<b>ANNUAL REVENUES BY YEAR:</b>											
1998	\$ 428,525.61			2004	\$ 580,730.84						
1999	\$ 437,556.58			2005	\$ 661,866.93						
2000	\$ 479,162.63			2006	\$ 765,219.60						
2001	\$ 485,569.66			2007	\$ 815,256.26						
2002	\$ 502,110.33			2008	\$ 779,803.23						
2003	\$ 463,220.59			2009	\$ 751,738.79						
				2010	\$ 815,485.70						

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### **MY BUSINESS PHILOSOPHY**

I believe in engaging a variety of customers and stakeholders to achieve goals while offering the highest level of customer satisfaction and still achieve company business objectives.

### **PROFESSIONAL EXPERIENCE**

***Present Position:***

***Hampton Inn's Hagerstown***

*Director of Sales*

***Marshall Hotels***

***The George Washington Hotel***

*Director of Sales*

***River Riders Family Adventure Resort***

*Director of Sales*

***Harbor Hotel Collection***

*Regional Director of Sales Mid Atlantic*

***Watkins Glen Harbor Hotel***

*Director of Sales*

### **OTHER EXPERIENCE**

-Worked with Finger Lakes Wine Country to increase tourism in the area by representing them at various Trade shows to include AAA Shows, Large Festivals throughout the Northeast and Mid-Atlantic

-Awarded the Community Spirit award from the Watkins Glen area Chamber of Commerce for my involvement with tourism committee and recognition of outstanding service and leadership

### **TOURISM BOARD EXPERIENCE**

Watkins Glen Promotions: Board of Directors and Chair Person for Village Christmas

Watkins Glen Area Chamber of Commerce: Chair Person for Tourism Committee

Watkins Glen Italian American Festival: Board of Directors and Chair for Vendors and Sponsorships

Watkins Glen Harbor Hotel: Chairperson Sponsorships and Vendor recruitment

Finger Lakes Wine Country: Area committee member for Watkins Glen and Schuyler County

# HOUSE BILL 436

Q7  
HB 873/19 – W&M

0lr2185

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By: **Delegates Buckel, Hornberger, Rose, and Shoemaker**

Introduced and read first time: January 23, 2020

Assigned to: Ways and Means

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Committee Report: Favorable with amendments

House action: Adopted

Read second time: March 9, 2020

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## CHAPTER \_\_\_\_\_

1 AN ACT concerning

2 **Task Force on ~~Tax Policy, Reform, and Fairness~~ the Economic Future of**  
3 **Western Maryland**

4 FOR the purpose of establishing the Task Force on ~~Tax Policy, Reform, and Fairness~~ the  
5 Economic Future of Western Maryland; specifying the membership of the Task  
6 Force; providing for the appointment of a Senate cochair and House cochair of the  
7 Task Force; providing for the staffing of the Task Force; prohibiting a member of the  
8 Task Force from receiving certain compensation, but authorizing the reimbursement  
9 of certain expenses; requiring the Task Force to study, consider, and make  
10 recommendations regarding certain matters; requiring the Task Force to report its  
11 findings and recommendations to the Governor and the General Assembly on or  
12 before a certain date; providing for the termination of this Act; and generally relating  
13 to the Task Force on ~~Tax Policy, Reform, and Fairness~~ the Economic Future of  
14 Western Maryland.

15 SECTION 1. BE IT ENACTED BY THE GENERAL ASSEMBLY OF MARYLAND,  
16 That:

17 (a) There is a Task Force on ~~Tax Policy, Reform, and Fairness~~ the Economic  
18 Future of Western Maryland.

19 (b) The Task Force consists of the following members:

20 (1) ~~three members~~ one member of the Senate of Maryland who is a member  
21 of the Western Maryland Delegation, appointed by the President of the Senate;

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EXPLANATION: CAPITALS INDICATE MATTER ADDED TO EXISTING LAW.

[Brackets] indicate matter deleted from existing law.

Underlining indicates amendments to bill.

~~Strike out~~ indicates matter stricken from the bill by amendment or deleted from the law by amendment.



- 1           (2) ~~three members~~ one member of the House of Delegates who is a member  
2 of the Western Maryland Delegation, appointed by the Speaker of the House;
- 3           ~~(3) the Comptroller, or the Comptroller's designee;~~
- 4           ~~(4) the Secretary of Budget and Management, or the Secretary's designee;~~
- 5           ~~(5) a representative of the Maryland Association of Counties;~~
- 6           ~~(6) a representative of the Maryland Chamber of Commerce;~~
- 7           ~~(7) a representative of the Maryland Municipal League;~~
- 8           ~~(8) a representative of the State Department of Assessments and Taxation,~~  
9 ~~designated by the Director of Assessments and Taxation;~~
- 10          ~~(9) one economist, appointed by the Governor;~~
- 11          ~~(10) one member of the faculty of the University of Maryland School of~~  
12 ~~Public Policy, appointed by the Governor;~~
- 13          ~~(11) one member of the faculty of the University of Maryland Robert H.~~  
14 ~~Smith School of Business, appointed by the Governor; and~~
- 15          ~~(12) two members of the public, each of whom shall be an attorney at law or~~  
16 ~~an accountant knowledgeable about the State's tax structure, appointed by the Governor.~~
- 17          (3) the Secretary of Commerce, or the Secretary's designee;
- 18          (4) the Executive Director of the Maryland Technology Development  
19 Corporation, or the Executive Director's designee;
- 20          (5) one county elected official serving in Allegany County, Garrett County,  
21 or Washington County, appointed by the Maryland Association of Counties;
- 22          (6) one municipal elected official serving in Allegany County, Garrett  
23 County, or Washington County, appointed by the Maryland Municipal League;
- 24          (7) a representative of Frostburg State University who has relevant  
25 experience in economics, economic development, or business, appointed by the President of  
26 Frostburg State University;
- 27          (8) a representative of the Tri-County Council for Western Maryland,  
28 appointed by the Board of Directors of the Council;

1           (9) one representative of the business community, appointed by the  
2 Allegany County Chamber of Commerce;

3           (10) one representative of the business community, appointed by the Garrett  
4 County Chamber of Commerce; and

5           (11) one representative of the business community, appointed by the  
6 Washington County Chamber of Commerce.

7           (c) (1) The President of the Senate shall designate one of the members  
8 appointed from the Senate as cochair of the Task Force.

9           (2) The Speaker of the House shall designate one of the members appointed  
10 from the House of Delegates as cochair of the Task Force.

11           (d) ~~The Office of the Comptroller and the Department of Budget and Management~~  
12 Department of Commerce shall provide staff for the Task Force.

13           (e) A member of the Task Force:

14           (1) may not receive compensation as a member of the Task Force; but

15           (2) is entitled to reimbursement for expenses under the Standard State  
16 Travel Regulations, as provided in the State budget.

17           (f) The Task Force shall:

18           ~~(1) study the current revenue structure of the State, including income,~~  
19 ~~sales, corporate, motor fuel, excise, and property taxes, tax exemptions and credits, and~~  
20 ~~fees;~~

21           ~~(2) review the academic and economic research on state and local tax policy~~  
22 ~~to assist in the overall assessment of efficacy, fairness, and competitiveness of the current~~  
23 ~~revenue structure of the State;~~

24           ~~(3) review the revenue structure of neighboring jurisdictions for the~~  
25 ~~purpose of evaluating the regional competitiveness of the State's tax structure;~~

26           ~~(4) consider the nature of the State's economy and the importance of service~~  
27 ~~and professional businesses to economic development;~~

28           ~~(5) consider whether or not the current revenue structure of the State~~  
29 ~~should be reformed, modified, and modernized, including by considering:~~

30           ~~(i) reforms that would mitigate any adverse effects on State~~  
31 ~~taxpayers that are the result of the federal Tax Cut and Jobs Act;~~

1                   (ii) ~~the imposition of a payroll tax, carried interest tax, or remote~~  
2 ~~sales tax in order to offset reductions to the State's income tax and State and local property~~  
3 ~~taxes; and~~

4                   (iii) ~~the encouragement of charitable contributions by taxpayers to~~  
5 ~~State institutions; and~~

6                   (6) ~~make recommendations regarding changes to the State's revenue~~  
7 ~~structure that:~~

8                   (i) ~~promote job growth and economic development;~~

9                   (ii) ~~ensure fairness, simplicity, and transparency;~~

10                   (iii) ~~provide a stable, balanced, and reliable revenue stream, while~~  
11 ~~not reducing services; and~~

12                   (iv) ~~create a business-friendly environment.~~

13                   (1) study the current economic conditions of Western Maryland; and

14                   (2) make recommendations regarding potential methods for the  
15 improvement of the economies of Allegany County, Garrett County, and Washington  
16 County, including:

17                   (i) opportunities to expand economic activity in technology-based  
18 industry, including biotechnology, cybersecurity, energy and energy storage, transportation  
19 and logistics, and advanced manufacturing;

20                   (ii) opportunities to strengthen tourism-related businesses in  
21 Western Maryland; and

22                   (iii) strategies to overcome barriers to the creation and expansion of  
23 new small businesses in Western Maryland.

24                   (g) On or before ~~December~~ January 1, 2021, the Task Force shall report its  
25 findings and recommendations to the Governor and, in accordance with § 2-1257 of the  
26 State Government Article, the General Assembly.

27                   SECTION 2. AND BE IT FURTHER ENACTED, That this Act shall take effect July  
28 1, 2020. It shall remain effective for a period of ~~2 years~~ 1 year and, at the end of June 30,  
29 ~~2022~~ 2021, this Act, with no further action required by the General Assembly, shall be  
30 abrogated and of no further force and effect.