

**HAGERSTOWN/WASHINGTON COUNTY CONVENTION &
VISITORS BUREAU BOARD OF DIRECTORS
June 12, 2019**

MINUTES

Due to a deadline prior to the next Board of Directors meeting, an email was sent to board members asking them to vote on the following request:

VOTERS VIA EMAIL: Andrew Sargent, Al Martin, Sila Alegret-Bartel, Katie Clutz, Leslie Hart, Angie Hummer, Mary Ironside, Rebecca Massie Lane, Teri Leiter, Travis Painter, Amanda Rankin, Jeannie Ridenour

TOPIC: **Maryland Theatre Capital Project**

DISCUSSION: Dan Spedden proposed that the CVB participate in the Maryland Theatre Capital Campaign by making a pledge of \$75,000 to be paid at very favorable installments over several years. In exchange the CVB will get recognition and, more importantly, ad space on the Maryland Theatre website and in printed program material. The ads will make this contribution eligible for partial grant reimbursement. A CVB multi-year commitment will help close the building campaign funding gap for the largest destination attraction in downtown Hagerstown. The CVB can do it in a way that gives the CVB great visibility to visitors and also get partial reimbursement from the state. Dan feels that our absence in supporting such a huge community attraction will be noticed.

The MD Office of Tourism grant will potentially reimburse in the category of local advertising at 50%. Overall DMO expenses also factor into the equation but not a certain rate. Overall expenses improve your position in the grant matrix.

The rush to get approval was instigated by a Maryland Theatre deadline of June 14th, well in advance of our next meeting.

ACTION: Accepted: Yes-12

Daniel Spedden, Acting Chair
Jolene Thomas, Recording Secretary