

**HAGERSTOWN/WASHINGTON COUNTY CONVENTION &
VISITORS BUREAU BOARD OF DIRECTORS**

March 30, 2017

9:00am

The Grille at Runways

MINUTES

PRESENT: Angie Hummer, Chair; Al Martin, Treasurer; Sila Alegret-Bartel, Mary Anne Burke, Mary Ironside, Teri Leiter, Rod McIntyre, Travis Painter, Jeannie Ridenour, Andrew Sargent, Joyce Stanley

ABSENT: Francine Donachie, Jeff Garland, Rebecca Massie-Lane, Penny Pittman

STAFF: Dan Spedden, Betsy DeVore, Jolene Thomas, Audrey Vargason

ROLL CALL

TOPIC: **Minutes of January 26, 2017, Meeting**

MOTION: Approve the January 26, 2017, minutes, as presented. (Copy on file) 1st Teri Leiter, 2nd Rod McIntyre

ACTION: Approved

TOPIC: **Executive Committee**

DISCUSSION: The Executive Committee proposed to the Board of Directors to invite Andrew Sargent to serve on the Executive Committee.

MOTION: To invite Andrew Sargent to serve on the CVB 's Executive Committee. 1st Al Martin, 2nd Mary Anne Burke

ACTION: Approved

TOPIC: **Financial Report**

DISCUSSION: Al Martin reviewed the February 28, 2017 Financial Report with the board. Cash is down compared to last year. Currently have a healthy reserve account. Lodging tax receivables for February were slightly up. Total revenues down in comparison to last year, because the Clarion and Rodeway have yet to catch up their lodging tax.

MOTION: To accept the February 28, 2017, Financial Report, as presented. 1st Rod McIntyre, 2nd Sila Alegret-Bartel

ACTION: Accepted

TOPIC: **EDC Board Appointment**

DISCUSSION: Dan Spedden shared that Julie Rohm's term as the CVB's representative on the EDC Board was up for renewal, and asked the Board if they would be in favor of inviting Mrs. Rohm to serve on the CVB's Advisory Board and continue representing the bureau on the EDC Board.

MOTION: To invite Julie Rohm, GM of the Valley Mall, to serve on the CVB's Advisory Board and continue representing the Bureau on the EDC's Board. 1st Al Martin, 2nd Teri Leiter

ACTION: Approved

TOPIC: **Executive Committee**

DISCUSSION: Dan Spedden shared that a request had been made for the CVB to send a letter of encouragement and support to the Mayor and City Council to continue inclusion of public art along the new Cultural Trail in downtown Hagerstown which will be official open on June 17, 2017.

MOTION: To authorize the CVB to send a letter of support for inclusion of public art along the Cultural Trail to the Mayor and City Council of Hagerstown. 1st Sila Alegret-Bartel, 2nd Andrew Sargent

ACTION: Approved, with 1 abstention

TOPIC: **Visitor Welcome Center Window Display**

DISCUSSION: Dan Spedden presented to the Board a window display concept for the Visitor Welcome Center. The system would be purchased through Adler Displays, a well-known company for remodeling Visitor Centers, at a total cost of \$23,920. This display would be permanent for five to six year and be interchangeable, if necessary. Because this would be an unbudgeted item (except for \$5000), Mr. Spedden gave the Board a list of budgeted expense that could be applied toward this new expenditure (list on file with the minutes). An initial deposit of \$5000 would be sent to Adler with the contract. Adler Displays has agreed for remaining payments to be made in four separate consecutive months.

MOTION: To approve the unbudgeted expense of purchasing a window display system through Adler Displays at a cost of \$23,920, as presented. 1st Andrew Sargent, 2nd Rd McIntyre.

ACTION: Approved

TOPIC: **New Members**

MOTION: Approve list of new CVB Members. (Copy on file) 1st, Al Martin, 2nd Mary Anne Burke

ACTION: Approved

ADJOURNMENT

Angie Hummer, Chair

Al Martin, Treasure

Jolene Thomas, Recording Secretary