



Board of Directors' Meeting
Wednesday, February 26, 2025
1 pm

Present: In person: Tracy Sherman, Roger Engle, John Sullivan, Greg Jones, Matt DeHaven, Mark Eisinger, H.D. Boyd, Emmylou Shaffer

Absent:

Public: Shane Farthing, Robbie Blair

Staff: Mark Jordon: Executive Director

Meeting called to order at 12:59 pm

Public Comment: Shane Farthing - Tourism Ambassador Update: Shane Farthing provided a presentation about updates on the current Tourism Ambassador program. Shane Farthing discussed current funding from existing CVB grant for the ambassador program. Shane then discussed the positives and negatives about the program. Shane continued by discussing future plans for the program to include two ambassadors year-round with estimate total cost of \$72,945.39. Robbie Blair stated if the program continues, they hope to start early with a better marketing plan. The Board thanked Shane Farthing and Robby Blair at that time, and they left shortly afterwards. After all of the public comment, the CVB Board discussed and at that time request the Executive Director to ask for a formal proposal to be presented about the program for the CVB to then be able to make discussion.

Previous Boards Minutes: Motion by Tracy Sherman was made to approve the board minutes; Greg Jones seconded the motion followed by unanimous vote of "aye."

Financial Reports: Mark Jordan provided overview of the financial report which included balance sheet and P&L. The board unanimously approved the financial report.

Directors Report: Mark Jordan provided the directors report that included current financial rates, Hotel and AirBNB/VRBO occupancy rates for January. The combine occupancy for 2025 is 26%. The current listings are 338. Mark also provided a brief report on hotel stays for the month

of January, being at 40% with a total of 20 properties and 1426 rooms. Mark also recapped some meetings he recently attended, including WVHTA Hospitality University at the Greenbrier Resort.

Executive Assistants Report:

Board Reports:

- Mark Eisinger reported that there will be an arts district meeting on March 10 at the Martinsburg Police Station Community room. First Saturday Art Walks will return April 1st and there is currently a SCAD student presenting an art show currently at Apple Blossom Gallery until March 1st.

No other board reports were given at this time.

Old Business:

- Berkeley County 4-H STEM Club first year update for the Tourism Seed Grant: Chuck Engle provided an update on the successes of the 2nd annual Walkerbots FLL Workshop and FTC Scrimmage that occurred on 9/2/2024. A budget for both 2024 and 2025 was presented and discussed with the board. The board held a brief discussion and then voted to move forward with the current seed grant for the 2nd year by unanimous vote of “aye.”

New Business:

- Tony M Support Grant \$5,000– The board reviewed the Support Grant in the amount of \$5,000 for the Martinsburg Rocks Summer Concert Series. After discussion the board made motion by Tracy Sherman to table the support grant and requested a budget breakdown of how the funds will be used. The motion was second by Greg Jones followed by unanimous vote of “aye.”
- Martinsburg Farmers Market – Media Grant \$2,500 – The board reviewed the grant. Mark Eisinger made motion to approve the media grant in the amount of \$2,500, Matt DeHaven seconded the motion followed by unanimous vote of “aye.”
- WanderWithMaps – CVB App – The board requested more information before making a decision.

Executive Session - Administrative Staff –

Adjournment: