



Board of Directors' Meeting
Wednesday, September 24, 2025
1 pm

Present: In person: Roger Engle, John Sullivan, Mark Eisinger, Tony Martrano, Matt DeHaven, Greg Jones, H.D. Boyd

Absent: Emmylou Shaffer

Staff: Mark Jordan: Executive Director

Staff Absent: Susan Crowell: Executive Assistant

The meeting was called to order at 1:09 pm.

Public Comment: None

Previous Boards Minutes: August report with corrections to the spelling of Mark Jordan's name: Motion by Greg Jones was made to approve the board minutes with corrections to the spelling of Mark Jordan; Mark Eisinger seconded the motion, followed by a unanimous vote of "aye."

Financial Reports: Mark Jordan provided an overview of the financial report, which included the balance sheet and P&L. Motion made by Matt DeHaven to accept the financials as presented, seconded by Greg Jones, followed by a unanimous vote of "aye."

Directors' Report: Mark Jordan provided the directors' report that included ICS and checking account information, Keydata reports on Airbnb/BRBO rentals, and the STR hotel report. Digital traffic remains relatively strong. Just completed a website audit, resulting in a good rating and minor change suggestions that were implemented. Mark attended the WVACVB Zoom Nomination Meeting for the WVACVB Executive Board. Discussed the upcoming October tour with three travel writers and how it is a joint effort between Berkeley and Jefferson counties. Mark noted that Executive Living will hold its winter event at the Bavarian Inn instead of Martinsburg. The CVB will have a table at the event to promote Berkeley County. Mark also discussed AFM and noted that all required information has been submitted, and we are ready to

go. Mark also noted that our CVB financial information was submitted to the State Legislative Oversight Committee for audit. We attended the Chamber Mixer at the Fairfield Inn & Suites. Mark highlighted several upcoming local events, including the Governor's Conference on Tourism. Mark reported on visitor numbers for September and the year. A brief discussion on the success of Berkeley County's first Farm Crawl. Noting that it drew in visitors from other states.

Board Reports:

Greg Jones: Spoke about the Halloween app, which has been launched with some participation from last year's competitors and is hoping for more as time passes. The prize money for the winners will remain the same as last year. 1st \$500, 2nd \$300, 3rd \$100. The cost of the app is as follows: the FrightMaps Halloween contest is \$800, and the ChristmasPrism app upgrade to offer sponsorships is \$1000. The board discussed making both the Halloween and Christmas application events an annual fiscal item to be discussed during annual budget discussions to assist in early promotion of the events. Mark Eisinger made a motion to approve the cost of the app and prizes, seconded by Matt DeHaven, followed by a unanimous vote of "aye." Johnny Sullivan discussed current filming and upcoming film opportunities in the area.

Old Business:

No old business.

Mark Jordan discussed the possibility of Adam Jones attending AFM on behalf of the CVB.

After discussion, Mark Eisinger made a motion for Adam Jones to go to AFM on behalf of the CVB, seconded by Greg Jones, followed by a unanimous vote of "aye."

Board discussion about the July board meeting. The County Commission Liaison, H.D. Boyd, and County-appointed board member, Mr. Johnny Sullivan, spoke at length (refer to September 24 audio recording) about the actions the CVB board took at the July Special meeting held on July 30, 2025, on personal issues and inappropriate board member actions. After the CVB board listened to Johnny Sullivan, the board all agreed that Mr. Johnny Sullivan should not call or text, but email staff and copy board members on all emails. Commissioner H.D. Boyd reiterated to Mr. Sullivan (refer to recording) that he "can take action to have you removed from the board" if some of his actions are not improved.

New Business:

No new business.

Roger Engle made a motion to adjourn, seconded by Greg Jones. Unanimous vote of "aye."