



Board of Directors Meeting
Wednesday, April 30, 2025
1 pm

Present: In person: Roger Engle, John Sullivan, Greg Jones, Emmy Shaffer

Absent: Tracy Sherman, Matt DeHaven, Mark Eisinger, H.D. Boyd

Public:

Staff: Mark Jordan, Executive Director; Susan Crowell, Executive Assistant

The meeting was called to order at 1:12 PM.

Public Comment: None

Previous Board Minutes: Greg Jones moved to approve the board minutes; Johnny Sullivan seconded the motion, which was followed by a unanimous vote of “aye.”

Financial Reports: Mark Jordan provided an overview of the financial report, which included a balance sheet and P&L. Greg Jones moved to approve the financial report, seconded by Johnny Sullivan, and unanimously voted “aye.”

Directors Report: Mark Jordan provided the director's report, which included current financial rates, Hotel and Airbnb/VRBO occupancy rates for March, and year-to-date figures. Mark also offered brief reports on Key Data. Mark also recapped some meetings he recently attended, Jefferson County Summitt, and a day tour of Berkeley County with Laurie Rowe & Co

Executive Assistant Report: Susan Crowell on recent meetings, training, and community support activities. The executive assistant also reported on current guest and lead numbers, as well as current social media insights for Instagram, Facebook, Twitter, Pinterest, YouTube, and



LinkedIn. The Executive Assistant then briefly discussed the current standing of grants recently applied for.

Board Reports:

Johnny Sullivan provided updates on filming within the county and two productions that are possibly coming to the county: War Alley LLC and Sam Cook.

Greg Jones provided a brief update on the Museum Commission, stating that the county has now provided the commission with a place to house items.

Emmy Shaffer reported that Black Draft is busy, and business is picking up with nicer weather.

Roger Engle reported that parks and recreation are maintained. According to the last Park and Recreation Board meeting, alcohol may be served at the concert series. He also reported that Parks and Rec are considering moving towards a cashless system.

Old Business:

- Greg Jones reported that the new app server is being set up.

New Business:

- Tourism Advancement Grant—Main Street Martinsburg Christmas on Main Discussion. The board briefly discussed the application and decided to forward it to the grant committee for review and comments at this time. The grant committee decided to review it via email and would report back to the board in the May meeting.

Greg Jones moved to adjourn at 2:23 p.m., which was seconded by Emmy Shaffer and followed by a unanimous vote of “aye.”