



Board of Directors Meeting
Wednesday, May 28, 2025
1 pm

Present: In person: Tracy Sherman, Roger Engle, John Sullivan, Greg Jones, Emmylou Shaffer

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

Public:

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

The meeting was called to order at 1:05 pm.

Public Comment: None

Previous Board Minutes: A motion by Tracy Sherman was made to approve the board minutes; Greg Jones 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 Greg Jones to approve the financial report, second by Emmy Shaffer, followed by a unanimous vote of “aye.”

Directors Report: Mark Jordan provided the director's report, which included current financial rates. Hotel and Airbnb/VRBO occupancy rates are currently at 502, and occupancy is up. Hotels are down about 8% and 10% compared to last year. Mark also recapped some meetings he recently attended, which included Laurie Rowe & Company, Museum Commission, HPRC, and the Geo Woodstock in Morgantown.

Communications Director Report: Susan Crowell, the Communications Director, provided a report for the meeting. The report included visitor and lead counts, as well as the continued growth of the Martinsburg-Berkeley County CVB's social media platforms. Also, about events and meetings attended since the last board meeting. Some meetings attended were Rise & Shine:

state of the County and Leadership Berkeley. Due to Geo Woodstock, there has been an increase in Geocachers in the area. As of the meeting date, 769 guests visited the visitor center.

Board Reports:

- Johnny Sullivan discussed upcoming possible films coming to the area.
- Greg Jones gave an update on the CVB app and where it stands currently.

Committee Reports

- Grant Committee
 - The Grant committee discussed three current grants with recommendations: Sumner/Ramer Heritage Center (one media grant, one support grant), American Legion Post 14 baseball tournament (support grant), (MSM Tourism Advancement Grant.)

Old Business:

- No Old Business

No old business

- Grant votes:
 - Sumner/Ramer Heritage – The grant committee was not in favor of supporting the media grant but in favor of the support grant for \$5,000. Tracy Sherman made a motion to accept the support grant for \$5,000, seconded by Greg Jones, followed by a unanimous vote of “aye.”
 - American Legion Post 14 Based Tournament support grant for \$5,000. The grant committee was not in favor of the support grant because it was not submitted well in advance of the requested funding date, as indicated on the application form. Tracy Sherman made a motion to accept the grant as is, seconded by Emmy Shaffer. There was no vote of acceptance; all votes opposed accepting the grant as is. Grant not accepted.
 - Main Street Martinsburg – Tourism Advancement Grant – in the amount of \$30,000. The grant committee discussed the grant with the board. The committee recommends the next step for the Tourism Advancement Grant: inviting Main Street Martinsburg to the next meeting for a presentation. Each board member was provided with a packet of grant information to ask questions at the next meeting.

New Business:

Emmy Shaffer made a motion to adjourn at 2:25 pm, seconded by Greg Jones, followed by a unanimous vote of “aye.”