



Board of Directors' Meeting
Wednesday, June 25, 2025
1 pm

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

Absent:

Public: H.D. Boyd, John Ciriello, Heidi Crawford, Robert Mahaffey

Staff: Mark Jordan: Executive Director, Susan Crowell: Communications Director

The meeting was called to order at 1:02 p.m.

Public Comment: Robert Mahaffey provided a presentation on the current standing of the Berkeley County Museum Commission. He reported that the commission was working on obtaining RFQs for the old courthouse and annex building located on King Street. The board asked Mr. Mahaffey what he needed from them. Mr. Mahaffey stated that he was currently building partnerships with local organizations.

Previous Board Minutes: Motion by Greg Jones was made to approve the board minutes; Tracy Sherman 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. Mark reported that, as of the date, the CVB was still awaiting payments for April, May, and June from hotels and motels. He also reported that, as of the date, it appeared that the CVB would not meet the forecasted budget for 2024/2025 but would instead focus more on advertising for fiscal year 2025-2026. Motion made by Matt DeHaven to approve the financial report, seconded by Mark Eisinger, followed by a unanimous vote of "aye."

Directors' Report: Mark Jordan provided the directors' report, which included current financial rates, as well as Hotel and Airbnb/VRBO occupancy rates for May and year-to-date. Mark stated that hotel and motel stays are down 7% for the month and 9.3% year-to-date. Mark also provided brief reports on Key Data. Mark reported that there are 510 listings: 393 Airbnb, 117 VRBO.

These stays are also down year-to-date. Mark also recapped some meetings he recently attended, which included WVCVBA in Canaan, where there was no quorum. Mark reports that the Dulles takeover involved the CVB partnering with Morgan County and Jefferson County. Mark also reported that Geocaching is still going strong here in Berkeley County.

Executive Assistant Report: Susan Crowell provided a report that included meetings and trainings attended, which included the Berkeley County Rise and Shine Breakfast, where a state-of-the-county address was presented, a Berkeley County Leadership class, and a week at the Miss WV pageant. The executive director also reported an increase in Geocachers during the week of May 19, when GeoWoodstock was held in Morgantown, WV. It was also reported that the visitor counts were down, and as of the date, only 769 visitors had visited the CVB visitor center. The executive assistant and the executive director also provided a grants update, stating that the grant budget in fiscal year 2025-2026 will be less available.

Board Reports:

Mark Eisinger reminded the board of the First Saturday Artwalk.

Johnny Sullivan provided an updated report on filming, which included Robert Lantz working with Amazon on a travel video and Flag Ship Studio, where the production may be at risk.

Greg Jones provided an update on the CVB app, which is still in development.

Old Business:

Presentation by Robby Blair and Raven Lamp on the Main Street Martinsburg Christmas on Main Tourism Advancement Grant. Robby Blair provided a brief presentation about Christmas on Main. The CVB board asked questions about past and future budgets, as well as how the funding would be spent. The CVB board thanked the Main Street employees and their board members who came to support them.

Main Street Martinsburg Christmas on Main Tourism Advancement Grant – Greg Jones made motion to accept the Tourism Advancement Grant in the total amount of \$5,500 to use for Main Street Martinsburg marketing and advertising with guidelines of the grant application, which include but not limit to itemized receipts, seconded by Mark Eisinger followed by unanimous vote of “aye.”

New Business: No New Business

Greg Jones made a motion to adjourn at 3:03 pm, seconded by Johnny Sullivan, followed by a unanimous vote of “aye.”