



Board of Directors' Meeting
Wednesday, August 27, 2025
1 pm

Present: In person: Tracy Sherman, Roger Engle, John Sullivan, Mark Eisinger, Emmylou Shaffer

Absent: Matt DeHaven, Greg Jones, H.D. Boyd

Public: Tony Martirano

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

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

Public Comment: None

Previous Boards Minutes: June report: Motion by Mark Eisinger was made to approve the board minutes; Tracy Sherman seconded the motion, followed by a unanimous vote of "aye."
July Special Meeting report: Motion by Emmylou Shaffer was made to approve the board minutes; Tracy Sherman seconded the motion, followed by a unanimous vote of "aye." Mark Eisinger abstained

Financial Reports: Mark Jordan provided an overview of the financial report, which included the balance sheet and P&L. Motion made by Mark Eisinger to approve the financial report with corrections, seconded by Tracy Sherman, 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 continues to do well. Just completed a website audit, which resulted in a good rating with suggestions for some minor changes. Attend WVACVB meetings and the WV Filmmakers Guild Meetup. Assisted the WV Film Office with contact information for hotel stays for visiting film producers. Discussed the recent visits with travel writers and a follow-up meeting to discuss upcoming visits from travel writers to the area. Mark also discussed a recent interview with

WVTim, featuring a podcaster from WVNPR. Mark also discussed a few organizations that were coming to the area soon for meetings, such as WV Executive, and Shenandoah Valley Battlefields National Historic District's 2026 National Civil War Conference and the Martinsburg Apollo Film Festival. Mark also discussed AFM and asked the board what they thought about asking Adam Jones to go again. At that time, Johnny Sullivan opposed Adam Jones' attending AFM. The board requested Mark to reach out to the WV Film Office director and ask if the film office for their suggestions and add it to the next meeting's agenda. Mark stated that he would.

Executive Assistant Report: The Executive Assistant, Susan Crowell, provided a report for the meeting. The report consisted of visitors and leads counts, along with the continued growth of the Martinsburg-Berkeley County CVB social media platforms.

The CVB phones were not working correctly, and after contacting the BC IT department, the box, which belongs to the county, has been transferred to the CVB's Glo Fiber. Had visitors who were from Hampshire County. One used to be Hampshire's County CVB Board President and was kind of shocked that this CVB was open 7 days a week. Unlike many CVBs throughout the state, which typically have only one employee and are open only a few days a week, CVB employees here are available 7 days a week, with occasional days off due to holidays, meetings, or staffing issues. The Executive Assistant received a thank-you note from a former Miss. WV for all the hard work that is put into showcasing the exhibits and welcoming former Miss WVs to the area during the competition week. Have received new event information about the Apple Harvest Festival, Blue Goose Potter Fall Festival, Dillon Farm Fall Festival, Farm Crawl. We have updated brochures on the Civil War Between the Lines and Belle Boyd. Lastly, the CVB has had an uninvited guest over the past month. Greg has named him Ricky the Raccoon.

Also, a report about events and meetings attended since the last board meeting.

- 6.5 Rise and Shine Breakfast 7:15 am State of the City
- 6.10 Sunrise Rotary at CVB 7:30 am
- 6.17 Leadership Berkeley 8-5 pm
- 6.18-6.21 – Miss WV Week with Judges, contestants, and other guests throughout the week – worked in the office and attended 4 nights until almost 10 or 11 each night.
- 6.26 Leadership Graduation – at Sycamore from 5 – 8 pm
- 6.28 Independence Day Celebration Vendor Saturday from 3 – 7 due to the heavy thunderstorm
- 7.12 Brix 27 with Film Association and dinner with state director of film office – 3 – 8 pm
- 7.14 Marti to Apollo for pic with children
- 7.15 meeting with Ryan from WVU extension office for Farm Crawl
- 7.16 Zoom meetings
- 8.2-8.9 Youth Fair (worked both in the office and at the fair until at least 10 pm each night)
- 8.17 (Sunday) worked
- 8.20 BRCTC – Tourism and Hospitality Advisory Committee meeting

Please see the attached report for Visitor and Lead Counts and social media performance.

Board Reports:

Mark Eisinger reported that he no longer has the art gallery and has turned the 1st Saturday Art Walks over to the Berkeley County Arts Council. He noted that the Apple B&B was doing well, and they had regulars returning to stay.

Mark Jordan reported that Greg Jones stated that the app was coming together, is currently going through beta testing, and should be ready to launch soon. Mark also noted that Greg wanted to ask about doing the Halloween and Christmas contests again this year. The Board requested Mark to add it to the next meeting's agenda.

Roger Engle asked if any other board reports could benefit the board. Johnny Sullivan started speaking, and at that time, Emmylou Shaffer raised her hand and asked if this was an action item or grievances. After being asked several times, Johnny Sullivan stated at first that he wanted to meet with each board member individually to discuss the special meeting, but then said that it was not an action item for the betterment of the board. Emmylou Shaffer then asked the board president to continue with the agenda.

Old Business:

No old business.

New Business:

Support Grant Application: Berkeley County Farm Crawl – Ryan Snyder, WVU Extension Services – Staff provided some details about the Berkeley County Farm Crawl to the board and how the public seemed excited about the event when staff shared the information at the Berkeley County Youth Fair. Mark Eisinger made a motion to accept and approve the support grant for \$2,000 for the farm crawl, seconded by Emmylou Shaffer, followed by a unanimous vote of “aye.”

Election of Board Member at Large: Tony Martirano first introduced himself to the board at the June 2025 meeting. After the meeting, Tony reached back to Mark Jordan and agreed that he was interested in the board member at large position. Mark Eisinger, at this time, let the board know that he was the one who asked Toni Martirano if he would be interested in joining the board. Mark Eisinger made a motion to accept Tony Martirano as board member at large, seconded by Johnny Sullivan, followed by a unanimous vote of “aye.”

Roger Engle then reported to the board that he, Mark Jordn, Johnny Sullivan, and H. D. Boyd met on Tuesday, August 26, at 4 pm to discuss Johnny Sullivan. At that time, Roger asked Johnny Sullivan if he had made up his mind about resigning. At that time, Johnny Sullivan stated that he would not resign. Roger Eingle noted that he was going to speak with BC commissioners

and ask them for action regarding the board letter requesting the removal of a board member dated July 23, 2025

Emmylou Shaffer made a motion to adjourn at 2:23 pm, seconded by Tracy Sherman, followed by a unanimous vote of “aye.”