

Nitro CVB

Agenda

March 2, 2021

- Call To order
- Determination of Quorum
- Minutes of last meeting
- Financial Update
 - February Financials – John Young
- Director's Update
 - Visit Nitro Website Update
 - Upcoming Events
 - Get It To Go In Nitro
- New Business
 - 2021 Event Calendar
 - Easter Event
 - Nitro Business Video
- Other
- Adjourn

Minutes

The City of Nitro Convention and Visitors Bureau

February 2, 2021

The Nitro Convention and Visitors Bureau met on Tuesday, February 2, 2021. The meeting was called to order by Chairman Bill Javins and held at the CVB office, with social distancing in place. Those on the call were Bill Javins, Bill Fortune, Ivan Meadows, Susan Valleau, Eric Althaus, Mayor Dave Casebolt, Julia Washington, Tracy Toler and John Young. Also, on the call was CVB Executive Director Joe Stevens Council Member Cynthia McGill, Tim Arnot, NDA member and Dan Shreve of The Media Center.

A quorum was determined, and the minutes were reviewed and a motion to accept the minutes of the previous meeting was made by Julia Washington and seconded by Susan Valleau. The motion was adopted.

A financial report was presented by Treasurer John Young and a motion to accept the report was made by Julia Washington and seconded by Susan Valleau. The motion was adopted.

Young also reported that Mardi Gras continues to pay their Hotel/Motel tax on a quarterly basis with the most recent payment for the fourth quarter of 2020 arriving on January 31.

Board member Eric Althaus provided an update of the current business situation at Mardi Gras Casino and Resort.

Joe Stevens presented the board his Director's report. Stevens reported that the Get It To Go In Nitro promotional campaign was ready to go. Dan Shreve of The Media Center played all six of the videos for the board. Stevens and Shreve provided insight in the production of the videos. The videos were well received. Stevens informed the board that the CVB's website was in the process of being updated.

In New Business, Stevens let the board know that there was going to be a 5k race in Nitro, February 28. The start and finish will be on Park Ave in front of Nitro High School. There will be an Easter event in March, a drive thru in the library parking lot and there will be a firetruck parade with the Easter Bunny through the neighborhoods. Council Member Cynthia McGill updated the board on the Get Out & Move Campaign starting back up. There will be a hike at the Lake on March 6 and yoga in June. Board member Tracy Toler briefed the board on a mountain bike event at the lake on April 18. Mayor Casebolt told the board the Run For The Wall event may be returning to Nitro May 26 and 27.

The meeting was adjourned at 4:45 pm on a motion by Julia Washington and seconded Tracy Toler. The next meeting to take place, Tuesday, March 2, 2021.

CITY OF NITRO CONVENTION & VISITORS CY

Balance Sheet
February 28, 2021

ASSETS

Current Assets		
Regular Checking Account	\$	<u>76,037.54</u>
Total Current Assets		76,037.54
Property and Equipment		
Furniture and Fixtures		2,000.00
Equipment		6,095.48
Accum. Depreciation		<u>(6,523.00)</u>
Total Property and Equipment		1,572.48
Other Assets		<u> </u>
Total Other Assets		0.00
Total Assets	\$	<u><u>77,610.02</u></u>

LIABILITIES AND CAPITAL

Current Liabilities		<u> </u>
Total Current Liabilities		0.00
Long-Term Liabilities		<u> </u>
Total Long-Term Liabilities		0.00
Total Liabilities		0.00
Capital		
Retained Earnings	\$	64,672.38
Net Income		<u>12,937.64</u>
Total Capital		<u>77,610.02</u>
Total Liabilities & Capital	\$	<u><u>77,610.02</u></u>

Unaudited - For Management Purposes Only

CITY OF NITRO CONVENTION & VISITORS CY
Income Statement
For the Eight Months Ending February 28, 2021

	Current Month Actual	Current Month LY	Year to Date Current Year	Year to Date LY
Revenues				
Events Registration	\$ 0.00	\$ 0.00	\$ 0.00	4,572.29
Hotel Motel Tax 50%	5,965.92	6,453.09	26,764.89	59,897.70
Total Revenues	<u>5,965.92</u>	<u>6,453.09</u>	<u>26,764.89</u>	<u>64,469.99</u>
Expenses				
Cost of Goods Sold				
Cost of Festivals	4,850.00	0.00	4,850.00	0.00
Materials Purchased	0.00	0.00	0.00	1,142.05
Sponsorships	0.00	0.00	1,000.00	80.24
Sponsorships Bands	0.00	0.00	0.00	4,050.00
Total Costs of Goods Sold	<u>4,850.00</u>	<u>0.00</u>	<u>5,850.00</u>	<u>5,272.29</u>
Expenses				
Bank Charges Expense	0.00	0.00	0.00	8.00
Advertising	0.00	0.00	276.00	14,516.11
Professional Services	0.00	2,805.95	0.00	9,573.35
Dues & Subscriptions	74.38	57.73	1,311.25	1,042.13
Social Media Expense	1,200.00	0.00	1,200.00	1,016.14
Occupancy Expense	600.00	600.00	4,800.00	4,800.00
Maintenance Expense	0.00	0.00	390.00	0.00
Travel Expense	0.00	230.75	0.00	446.51
Total Expenses	<u>6,724.38</u>	<u>3,694.43</u>	<u>13,827.25</u>	<u>36,674.53</u>
Net Income	<u>\$ (758.46)</u>	<u>\$ 2,758.66</u>	<u>\$ 12,937.64</u>	<u>27,795.46</u>

For Management Purposes Only

Confirmed
City of Nitro
Fairs & Festivals Events
2021

Fix Em' Kanawha Valley Winter Series – Sunday, February 28

Shamrock Shuffle 5K Trail Run – Saturday, March 20

Easter Bunny Drive Thru – Saturday, March 27 – Nitro Public Library

Easter Fire Truck Parade – Tuesday, March 30

Run For The Wall – May 26 & 27

Family Movie Night- June 8, 15, & 22 & July 6

Taste of Nitro - July 10

Nitro Fishing Tournament I – Friday – July 16

Ridenour Regatta - ???????

Riverfest – Tentative August 13 – 14 – Rides 11 - 15

City of Nitro Catfish Tournament II – Friday, August 20, 2021

Labor Day Fireworks – Sunday, September 5, City Park

City of Nitro Fishing Tournament III – Friday, September 24, 2021 – Nitro Football?

Festival of Fright - October 10 (Rain date October 17) – Night Time Horror Movies at Ridenour Lake

Halloween Hoedown - October 26 (Rain date October 29)

Veteran's Day Ceremony - November 10-11

Wagging Tails & Nitro Ales - November ??????????

Christmas Parade - December 4