

**NITRO CVB BOARD OF DIRECTORS MEETING AGENDA
NOVEMBER 7, 2017 ~ 5:30 PM**

Call to Order: Bill Racer, Chairman
Introductions

Secretary's Report: Mayor Casebolt
Review of Minutes from Oct.3, 2017 meeting

Financial Report: John Young, Treasurer

New Business:

- ✿ Veterans Day Flag Ceremony~ 5:00pm Friday and 7:00am Saturday.
- ✿ Updates on WVACVB from Governors Conference on Tourism will be on Dec. Agenda.

Old Business:

- ✿ Wagging Tails & Nitro Ales ~ Saturday 12:00 noon – 4:00pm. Volunteers needed for pouring and at Ticket sales. CVB will have a table at event.
- ✿ 2017-2018 Budget ~ discussion on line items to consider.

EXECUTIVE SESSION

Other/Reminders:

- ✿ December 1, 2017~ 5 year anniversary date for Executive Director evaluation.

Adjourned

Next Meeting will be held on December 5, 2017 at 5:30 pm.

David Casebolt

From: Dave Casebolt <casebolt@dave@gmail.com>
Sent: Wednesday, November 8, 2017 6:58 PM
To: dcasebolt@cityofnitro.org
Subject: NITRO CVB BOARD OF DIRECTORS MEETING AGENDA

NITRO CVB BOARD OF DIRECTORS MEETING AGENDA November 7th, 2017~5:30 PM

Call to Order: Bill Racer, Chairman

Chairman Racer called the meeting to order at 5:30pm. In attendance was Dave Casebolt, Susan Valleau, Ivan Meadows, Carmen Kostelansky, Bill Javins, John Young, Bob Lagg, Bill Fortune, Mike Jarrell

Introduction of Guest

CVB Director Linda Quinn was in attendance.

Secretary's Report: Dave Casebolt

Dave Casebolt made a motion with a second from Ivan Meadows to approve the October 3rd meeting minutes as written. Motion passed.

Financial Report: John Young

John Young provided financials to the Board. They are attached to the meeting minutes. Ivan Meadows makes a motion with a second from Bill Javins to accept the financials as presented. Motion passed

New Business:

* Veterans Day Flag Ceremony~5pm Friday and 7am Saturday The second annual Veterans Flag Ceremony will be held 5pm Friday at the flag memorial on First Avenue.

* Updates on WVACVB from Governors Conference on Tourism will be on Dec. agenda Linda provided information about the Governors conference. The state now owns all rights to "Take Me Home Country Roads". The governor is pitching a proposal to make CVB's part of a regional group instead of local.

Old Business:

* Wagging Tails & Nitro Ales~Saturday 12:00 noon to 4pm. Volunteers needed for dispensing beer and at ticket sales. CVB will have table at event.

* 2017-2018 Budget~discussion on line items to consider

Dave Casebolt makes a motion with a second from Bill Javins to accept the budget as presented. Motion passed.

* EXECUTIVE SESSION

Dave Casebolt makes a motion with a second from John Young to meet on Monday , November 13th to hear the final report on the CVB from the TSG Group. Motion passed.

Other:

December 1, 2017~5 year anniversary date for Executive Director evaluation.

Adjournment

John Young makes a motion to adjourn with a second from Bob Lagg. Motion passed.

Next Meeting.
Nov 13th at 5:30

Sent from my iPad=

PROMOTING THE CHARLESTON AREA: ONE VOICE, MORE VISITORS!

BOTH
PUBLICATIONS
WILL BE BACKED BY A
\$200,000
MARKETING STRATEGY EXECUTED
BY THE CHARLESTON CVB!



As everyone knows, tourists don't care where city or county lines are. They just want to explore the Kanawha Valley. By joining forces to create stronger county-wide travel guides, we'll attract more visitors who spend more money.

REACH THOUSANDS OF VISITORS PLANNING A TRIP TO THE CHARLESTON AREA

We're reaching out to you – one of our premier regional partners – to participate as a “Destination Sponsor” in our reimagined publications this year: a new seasonal **Charleston-Area Inspiration Magazine** full of engaging content, photography, travel tips and more, plus a separate annual **Charleston-Area Destination Planner** full of business listings and other travel-planning content.

MARKETING SUCCESS!

By teaming up with us, you can be a part of the Charleston CVB's incredible success marketing the Kanawha Valley as a vacation, meetings and event destination. In 2017 alone...

OCCUPANCY

+6.1%

28,960

ROOM NIGHTS

FACEBOOK FANS

+41%

SOURCE: Charleston Convention & Visitors Bureau Research



2017 -2018 NITRO CONVENTION & VISITORS BUREAU BUDGET
PROPOSED EXPENSES

TASTE OF NITRO

July

- CVB Expense
 - > Tee Shirts 150 x \$6.50 \$ 975.00
 - > Cooking Supplies / Miscellaneous \$ 200.00
 - > Food / Drink to prepare \$ 300.00
 - > Printing / Decorations \$ 200.00
 - > Johnny on the spot (already in place) \$ 0
 - > Miscellaneous \$ 100.00
 - > NPD Overtime \$ 300.00

EVENT TOTAL \$2,075.00

BOOM TOWN DAYS

September

- CVB Expenses:
 - > Friday Band \$1,000.00
 - > Saturday Band \$1,000.00
 - > NPD Overtime \$1,000.00
 - > Johnny on the Spot \$ 360.00
 - > Event Tee Shirts 250 x \$8.00 \$ 2,000.00
 - > H&H Enterprise (inflatables) kids zone \$ 1,000.00
 - > CVB Give-away's (Fans etc.) \$ 500.00
 - > Street Banner – Double Sided \$ 500.00
 - > Posters / Flyers \$ 300.00
 - > Total \$ 7,660.00
- Nitro Antique Car Club Requested:
 - > Prize – Cash Award for NACC \$1,500.00
 - > Event Dash Plaques for NACC entries \$ 500.00
 - > Trophy Award Plaques \$1,000.00
 - > NACC Forms, Vote Ballots, Club Cards \$1,000.00
 - > NACC Ball Hats 300 \$1,500.00
 - Total \$ 5,500.00

EVENT TOTAL \$13,160.00

ALL HORSE PARADE

May

- Tee Shirts 100 X \$7.00 \$ 800.00
- Cash Awards \$ 1,000.00
- Trophies / Award Ribbons \$ 700.00
- Posters / flyers \$ 200.00
- Prizes (merchandize) \$ 500.00
- Press / Media \$ 200.00
- Set up / Decorations / Misc. \$ 300.00

EVENT TOTAL \$ 3,700.00

RIVER FEST

EVENT TOTAL \$.....

WAGGING TAILS & NITRO ALES

\$ 3,000.

BUDGET EVENT TOTAL \$21,935.00

Add River Fest and Line Items

**2017-2018 APPROVED BUDGET ADOPTED FROM NITRO CVB FOR
NITRO PARKS & RECREATION**

FAMILY MOVIE NIGHTS

June – July

• 8 Blue Ray/DVD	\$ 200.00
• H&H Enterprises (Inflatables 1 per week)	\$ 2,200.00
• Flyers / Miscellaneous	\$ 200.00
• Johnny on the Spot~ 2 months rental	\$ 300.00
<u>EVENT TOTAL</u>	<u>\$ 2,900.00</u>

HALLOWEEN HOEDOWN / FRIGHT NIGHT

October ~ Partner with Nitro Police Department

• DJ	\$1,000.00
• Prizes	\$ 400.00
• Fright night DJ/Band/ kids carving sets	\$ 500.00
• Candy/Goodies	\$1,500.00
• Hot Dogs / Drinks (800)	\$ 600.00
• Posters / Flyers	\$ 300.00
• Decorations / Treat Bags	\$ 200.00
• Costumes	\$ 300.00
<u>EVENT TOTAL</u>	<u>\$ 4,800.00</u>

CHRISTMAS PARADE & TREE LIGHTING CEREMONY

December ~ Partner with Nitro Fire Department

• NPD Overtime	\$ 300.00
• Tree Decorations	\$ 400.00
• Picture Area Decorations	\$ 200.00
• Film~ Pictures with Santa	\$ 300.00
• Parade Costumes	\$ 500.00
• CVB / City Float	\$ 300.00
• Cocoa / Cups	\$ 250.00
• Candy Canes (Parade)	\$ 200.00
• Posters / Flyers	\$ 200.00
• Misc. needs for Centennial	\$ 350.00
<u>EVENT TOTAL</u>	<u>\$3,000.00</u>

EASTER EGGSTRAVAGANZA

April ~ Partner with Nitro Public Works

• Sunny Bunny Easter Eggs 20,000	\$ 2,500.00
• Prizes / Gift Baskets	\$ 800.00
• Hot Dogs / Drinks	\$ 500.00
• Decorations	\$ 100.00
• Pictures with Easter Bunny Film	\$ 300.00
• DJ	\$ 500.00
• Stage Rental for City Park	\$ 500.00
<u>EVENT TOTAL</u>	<u>\$ 5,200.00</u>

NITRO RIVERBOAT CRUISE

June ~ 1 day with 2 cruises; 1 food, 1 sightseeing

• Food cruise 200 people x \$23. (B&B fee is \$43.per) \$20 per ticket)	\$ 4,600.00
• Sightseeing cruise 100 people x \$10 (B&B fee is \$20 per - \$10. Per ticket)	\$ 1,000.00
• Posters /Flyers	\$ 200.00
• Decorations / Tickets	\$ 300.00
<u>EVENT TOTAL</u>	<u>\$ 6,100.00</u>

BUDGET TOTAL \$22,000.00

CITY OF NITRO CONVENTION & VISITORS CY
Balance Sheet
October 31, 2017

ASSETS

Current Assets		
Regular Checking Account	\$	<u>14,210.91</u>
Total Current Assets		14,210.91
Property and Equipment		
Furniture and Fixtures		2,000.00
Equipment		6,095.48
Accum. Depreciation		<u>(2,992.71)</u>
Total Property and Equipment		5,102.77
Other Assets		
Deposits		<u>512.50</u>
Total Other Assets		<u>512.50</u>
Total Assets		\$ <u><u>19,826.18</u></u>

LIABILITIES AND CAPITAL

Current Liabilities		
State Payroll Taxes Payable	\$	78.00
SUTA Payable		<u>117.51</u>
Total Current Liabilities		195.51
Long-Term Liabilities		
Total Long-Term Liabilities		<u>0.00</u>
Total Liabilities		195.51
Capital		
Retained Earnings		43,876.78
Net Income		<u>(24,246.11)</u>
Total Capital		<u>19,630.67</u>
Total Liabilities & Capital		\$ <u><u>19,826.18</u></u>

CITY OF NITRO CONVENTION & VISITORS CY
Income Statement
For the Four Months Ending October 31, 2017

	Current Month Actual	Current Month Budget	Current Month LY	Year to Date Current Year	Year to Date Budget	Year to Date LY
Revenues						
Prior Year Carryforward	\$ 0.00	\$ 0.00	\$ 0.00	\$ 1,200.00	41,373.19	0.00
Contributions-Unrestricted	9,636.77	0.00	0.00	9,636.77	0.00	0.00
Program Service Revenue	0.00	8,848.00	9,943.60	27,067.30	35,392.00	39,068.66
Miscellaneous Income	220.00	0.00	0.00	220.00	0.00	0.00
Contributions-Restricted	0.00	0.00	0.00	2,255.00	0.00	2,500.00
Total Revenues	9,856.77	8,848.00	9,943.60	40,379.07	76,765.19	41,568.66
Expenses						
Cost of Goods Sold						
Cost of Sales-Rentals	0.00	0.00	500.00	0.00	0.00	1,580.00
Materials Purchased	1,088.66	0.00	1,086.71	12,270.26	0.00	5,572.09
Winnings & Trophies	300.00	0.00	500.00	1,906.27	0.00	1,999.00
Sponsorships	5,301.77	2,525.00	3,474.38	14,513.93	10,100.00	19,512.57
Sponsorships Bands	900.00	0.00	599.00	6,050.00	0.00	3,098.00
Total Costs of Goods Sold	7,590.43	2,525.00	6,160.09	34,740.46	10,100.00	31,761.66
Expenses						
Grant and Allocation Exp.	0.00	0.00	0.00	50.00	0.00	0.00
Bank Chargest Expense	57.48	42.00	50.72	198.18	168.00	188.93
Advertising	3,035.00	2,084.00	3,611.26	13,182.29	8,336.00	8,101.26
Employee Benefit Programs Exp	516.78	358.00	491.20	2,091.12	1,432.00	2,301.80
Dues & Subscriptions	215.92	275.00	422.75	1,610.60	1,100.00	1,764.64
Internet Expense	0.00	30.00	30.00	549.80	120.00	144.95
Supplies Expense	0.00	125.00	202.16	799.08	500.00	579.64
Telephone Expense	88.91	121.00	143.14	396.73	484.00	567.52
Postage and Shipping Expense	0.00	25.00	0.00	98.00	100.00	94.00
Occupancy Expense	0.00	600.00	1,200.00	1,200.00	2,400.00	3,000.00
Insurance Expense	0.00	42.00	0.00	557.00	168.00	576.00
Travel Expense	124.20	0.00	530.82	119.20	0.00	530.82
Conferences Expense	0.00	25.00	225.00	0.00	100.00	225.00
Payroll Tax Expense	160.48	217.00	160.48	641.92	868.00	641.92
Wages Expense	2,097.70	2,380.00	2,097.70	8,390.80	9,520.00	8,390.80
Total Expenses	13,886.90	8,849.00	15,325.32	64,625.18	35,396.00	58,868.94
For Management Purposes Only						

CITY OF NITRO CONVENTION & VISITORS CY
Income Statement
For the Four Months Ending October 31, 2017

	Current Month Actual	Current Month Budget	Current Month LY	Year to Date Current Year	Year to Date Budget	Year to Date LY
Net Income	\$ (4,030.13)	\$ (1.00)	\$ (5,381.72)	\$ (24,246.11)	41,369.19	(17,300.28)

THE HUNTINGTON NATIONAL BANK
 PO BOX 1558 EA1W37
 COLUMBUS OH 43216-1558



THE NITRO CONVENTION & BUSINESS BUR
 PO BOX 395
 NITRO WV 25143-0395

Have a Question or Concern?

Stop by your nearest
 Huntington office or
 contact us at:

1-800-480-2001

www.huntington.com/
 businessresources

Huntington Analyzed Checking

Account: 01221213866

Statement Activity From: 10/01/17 to 10/31/17		Beginning Balance	\$26,133.77
Days in Statement Period 31		Credits (+)	9,856.77
Average Ledger Balance*	19,430.17	Regular Deposits	9,856.77
Average Collected Balance*	19,350.50	Debits (-)	17,209.11
* The above balances correspond to the service charge cycle for this account.		Regular Checks Paid	16,340.82
		Electronic Withdrawals	868.29
		Total Service Charges (-)	57.48
		Ending Balance	\$18,723.95

Deposits (+)

Account: 01221213866

Date	Amount	Serial #	Type	Date	Amount	Serial #	Type
10/05	900.00	158815367	Brch/ATM	10/31	8,736.77	158815383	Brch/ATM
10/17	220.00	158815375	Brch/ATM				

Checks (-)

Account: 01221213866

Date	Amount	Check #	Date	Amount	Check #
10/05	1,250.00	3162	10/27	1,785.00	3201
10/02	2,340.00	3183*	10/20	124.20	3202
10/06	339.78	3193*	10/23	400.00	3203
10/06	177.00	3194	10/24	2,456.93	3205*
10/17	1,250.00	3195	10/20	300.00	3206
10/05	500.00	3196	10/20	224.28	3207
10/06	133.25	3197	10/30	2,487.31	3208
10/10	826.66	3198	10/25	162.50	3216*
10/20	826.66	3199	10/27	541.33	3218*
10/31	215.92	3200			

(*) Indicates the prior sequentially numbered check(s) may have 1) been voided by you 2) not yet been presented 3) appeared on a previous statement or 4) been included in a list of checks.

Investments are offered through the Huntington Investment Company, Registered Investment Advisor, member FINRA/SIPC, a wholly-owned subsidiary of Huntington Bancshares Inc.

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Other Debits (-)

Account: 01221213866

Date	Amount	Description
10/13	526.86	IRS USATAXPYMT 101317 270768675168728
10/17	78.00	WWTREASURY WWTAXPAYPB 171017 STO1872936960
10/25	263.43	IRS USATAXPYMT 102517 270769855628003

Service Charge Detail

Account: 01221213866

Date	Service Charge (-)	Waives and Discounts (+)	Description
10/16	57.48		PRIOR MONTH'S SERVICE CHARGES

Service Charge Summary

Account: 01221213866

Previous Month Service Charges (-)	\$57.48
Total Service Charges (-)	\$57.48

Balance Activity

Account: 01221213866

Date	Balance	Date	Balance	Date	Balance
09/30	26,133.77	10/13	20,940.22	10/24	15,442.67
10/02	23,793.77	10/16	20,882.74	10/25	15,016.74
10/05	22,943.77	10/17	19,774.74	10/27	12,690.41
10/06	22,293.74	10/20	18,299.60	10/30	10,203.10
10/10	21,467.08	10/23	17,899.60	10/31	18,723.95

In the Event of Errors or Questions Concerning Electronic Fund Transfers (electronic deposits, withdrawals, transfers, payments, or purchases), please call either 1-614-480-2001 or call toll free 1-800-480-2001, or write to The Huntington National Bank Research - EA4W61, P.O. Box 1558, Columbus, Ohio 43216 as soon as you can, if you think your statement or receipt is wrong or if you need more information about an electronic fund transfer on the statement or receipt. We must hear from you no later than 60 days after we sent you the FIRST statement on which the error or problem appeared.

1. Tell us your name, your business's name (if appropriate) and the Huntington account number (if any).
2. Describe the error or the transaction you are unsure about, and explain as clearly as you can why you believe there is an error or why you need more information.
3. Tell us the dollar amount of the suspected error. We will investigate your complaint or question and will correct any error promptly.

Verification of Electronic Deposits If you authorized someone to make regular electronic fund transfers of money to your account at least once every sixty days, you can find out whether or not the deposit has been received by us, call either 1-614-480-2001 or call toll free 1-800-480-2001.

Balancing Your Statement - For your convenience, a balancing page is available on our web site <https://www.huntington.com/pdf/balancing.pdf> and also available on Huntington Business Online.

CITY OF NITRO CONVENTION & VISITORS CY

General Ledger

For the Period From Oct 1, 2017 to Oct 31, 2017

Filter Criteria includes: 1) IDs from 10200 to 10200. Report order is by ID. Report is printed with shortened descriptions and in Detail Format.

Account ID Account Description	Date	Reference	Jrnl	Trans Description	Debit Amt	Credit Amt	Balance
10200	10/1/17			Beginning Balance			18,504.47
Regular Checking Acc	10/3/17	3193	CDJ	WVPEIA		339.78	
	10/3/17	3194	CDJ	WVPEIA		177.00	
	10/3/17	3195	CDJ	TSG CONSULTIN		1,250.00	
	10/3/17	3196	CDJ	BRAVO - LIVE DJ		500.00	
	10/3/17	3197	CDJ	CITY OF NITRO		133.25	
	10/5/17	100517	CRJ	MISC	900.00		
	10/6/17	3198	PRJ	LINDA A. Keeling		826.66	
	10/13/17	ACH75168	CDJ	Huntington Bank		526.86	
	10/13/17	ACHSEPT1	CDJ	WV STATE TAX D		78.00	
	10/13/17	3188	CDJ	AT& T		88.91	
	10/17/17	3200	CDJ	SUDDENLINK		215.92	
	10/17/17	3201	CDJ	BRISTOL BROAD		1,785.00	
	10/17/17	3202	CDJ	Linda Keeling		124.20	
	10/17/17	3203	CDJ	Angela Westfall		400.00	
	10/17/17	3204	CDJ	WV MEATS LLC		384.83	
	10/17/17	3205	CDJ	SAMS		2,456.93	
	10/17/17	101717	CRJ	MISC	220.00		
	10/17/17	3206	CDJ	Linda Keeling		300.00	
	10/17/17	ach556280	CDJ	Huntington Bank		263.43	
	10/17/17	3207	CDJ	CITY OF NITRO		224.28	
	10/18/17	3216	CDJ	FRITO LAY		162.80	
	10/18/17	3216V	CDJ	FRITO LAY	162.80		
	10/18/17	3217	CDJ	FRITO LAY		162.50	
	10/18/17	3218	CDJ	WV MEATS LLC		541.33	
	10/20/17	3199	PRJ	LINDA A. Keeling		826.66	
	10/27/17	3208	CDJ	UNITED BANKCA		2,487.31	
	10/31/17	158815383	CRJ	MARDI GRAS	8,736.77		
	10/31/17	10/31/17	GEN	Service Charge		57.48	
				Current Period Cha	10,019.57	14,313.13	-4,293.56
	10/31/17			Ending Balance			14,210.91

CITY OF NITRO CONVENTION & VISITORS CY
General Ledger
For the Period From Sep 1, 2017 to Sep 30, 2017

Filter Criteria includes: 1) IDs from 10200 to 10200. Report order is by ID. Report is printed with shortened descriptions and in Detail Format.

Account ID	Date	Reference	Jrnl	Trans Description	Debit Amt	Credit Amt	Balance
Account Description							
10200	9/1/17			Beginning Balance			46,394.29
Regular Checking Acc	9/1/17	3159	CDJ	TSG CONSULTIN		8,353.10	
	9/1/17	3143	CDJ	WVPEIA		177.00	
	9/1/17	3161	CDJ	WVPEIA		339.78	
	9/7/17	3162	CDJ	TSG CONSULTIN		1,250.00	
	9/7/17	3163	CDJ	AT& T		163.91	
	9/7/17	3164	CDJ	SUDDENLINK		15.31	
	9/8/17	3166	CDJ	IMPRESSION PRO		290.00	
	9/8/17	3167	CDJ	INTER-QUEST, C		34.95	
	9/8/17	3168	CDJ	Robert Francis		500.00	
	9/8/17	3169	CDJ	EDITH BOILING W		500.00	
	9/8/17	3170	CDJ	Stephanie Stacy		500.00	
	9/8/17	3171	CDJ	James W Gabehart		650.00	
	9/8/17	3172	CDJ	Robert Smith		3,000.00	
	9/8/17	3173	PRJ	LINDA A. Keeling		826.66	
	9/11/17	ach249136	CDJ	Huntington Bank		263.43	
	9/12/17	ach326229	CDJ	Huntington Bank		263.43	
	9/15/17	ACH19116	CDJ	WV STATE TAX D		78.00	
	9/19/17	3174	CDJ	F.L. ENTERPRISE		1,500.80	
	9/19/17	3177	CDJ	UNITED BANKCA		2,184.93	
	9/19/17	3178	CDJ	TYLER MOUNTAI		127.22	
	9/19/17	3179	CDJ	SCREEN GRAPHI		30.00	
	9/19/17	3180	CDJ	Kim Dunaway		33.43	
	9/19/17	091917	CRJ	VARIOUS	995.00		
	9/22/17	3181	PRJ	LINDA A. Keeling		826.66	
	9/25/17	3182	CDJ	TRINTY REBAR &		3,156.50	
	9/25/17	3183	CDJ	AMERICAN FIRE		2,340.00	
	9/25/17	3184	CDJ	INTER-QUEST, C		24.95	
	9/25/17	3185	CDJ	IMPRESSION PRO		290.00	
	9/25/17	3186	CDJ	Appalachian Signal		2,982.48	
	9/25/17	3187	CDJ	TRINTY REBAR &		5,299.58	
	9/29/17	3189	CDJ	WVACVB		250.00	
	9/29/17	3190	CDJ	CITY OF NITRO		2,639.56	
	9/29/17	3191	CDJ	RIVERS TO RIDG		75.00	
	9/29/17	092917a	CRJ	MISC	1,200.00		
	9/29/17	0922919	CRJ	MARDI GRAS	8,669.65		
	9/29/17	092917b	CRJ	VARIOUS	260.00		
	9/30/17	09/30/17	GEN	Service Charge		47.79	
				Current Period Cha	11,124.65	39,014.47	-27,889.82
	9/30/17			Ending Balance			18,504.47