

David Casebolt

From: Dave Casebolt <caseboltdave@gmail.com>
Sent: Monday, December 11, 2017 9:19 PM
To: dcasebolt@cityofnitro.org
Subject: NITRO CVB BOARD OF DIRECTORS MEETING AGENDA

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

Call to Order: Bill Racer

Introduction of Guests: Bill Racer

Approval of November 17th Meeting Minutes: Dave Casebolt

Financial Report: John Young

Old Business:
Tom Susman Offer: Bill Racer

Comments:

Adjournment

Sent from my iPad

NITRO CVB BOARD OF DIRECTORS MEETING AGENDA

December 5th, 2017~5:30 PM

Call to Order: Bill Racer

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

Introduction of Guest

John Montgomery and Linda Oldham attended the meeting

November 17th Meeting Minutes

Bill Javins makes a motion with a second from Bill Fortune to approve the meeting minutes as written.
Motion passed

Financials-John Young

John provided the financials to the Board, they are attached to the meeting minutes.

Dave makes a motion with a second from Bill Javins to accept the financials as presented.

Motion passed.

Tom Susmans Offer

Dave makes a motion with a second from Bill Javins to accept the offer from the TSG Group. Motion passed.

Dave makes a motion with a second from Bill Javins to include Susan Valleau's letter in the meeting minutes. Motion passed

John Young makes a motion with a second from Bob to pay Linda through the end of the month, including vacation. Motion passed.

Ivan reported that on March 3rd the Little League will be bringing local Little League Board Members to a meeting at Nitro High and is requesting a welcome package from the CVB.

John Young makes a motion with a second from Bill Javins to create a CVB welcome package. Motion passed.

Adjournment

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

Next Meeting.

January 2nd, 2018

Sent from my iPad=

CITY OF NITRO CONVENTION & VISITORS CY
Balance Sheet
November 30, 2017

ASSETS

Current Assets		
Regular Checking Account	\$	5,053.42
Total Current Assets		5,053.42
Property and Equipment		
Furniture and Fixtures		2,000.00
Equipment		6,095.48
Accum. Depreciation		(2,992.71)
Total Property and Equipment		5,102.77
Other Assets		
Deposits		512.50
Total Other Assets		512.50
Total Assets	\$	10,668.69

LIABILITIES AND CAPITAL

Current Liabilities		
State Payroll Taxes Payable	\$	78.00
SUTA Payable		117.51
Total Current Liabilities		195.51
Long-Term Liabilities		
Total Long-Term Liabilities		0.00
Total Liabilities		195.51
Capital		
Retained Earnings		43,876.78
Net Income		(33,403.60)
Total Capital		10,473.18
Total Liabilities & Capital	\$	10,668.69

CITY OF NITRO CONVENTION & VISITORS CY
Income Statement
For the Five Months Ending November 30, 2017

CITY OF NITRO CONVENTION & VISITORS CY
Income Statement
For the Five Months Ending November 30, 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	8,486.87	0.00	0.00	18,123.64	0.00	0.00
Program Service Revenue	0.00	8,848.00	9,839.23	27,067.30	44,240.00	48,907.89
Miscellaneous Income	0.00	0.00	0.00	220.00	0.00	0.00
Contributions-Restricted	(100.00)	0.00	200.00	2,155.00	0.00	2,700.00
Total Revenues	8,386.87	8,848.00	10,039.23	48,765.94	85,613.19	51,607.89
Expenses						
Cost of Goods Sold						
Cost of Sales-Rentals	0.00	0.00	0.00	0.00	0.00	1,580.00
Materials Purchased	260.28	0.00	0.00	12,530.54	0.00	5,572.09
Winnings & Trophies	0.00	0.00	0.00	1,906.27	0.00	1,999.00
Sponsorships	3,265.92	2,525.00	247.00	17,779.85	12,625.00	19,759.57
Sponsorships Bands	0.00	0.00	0.00	6,050.00	0.00	3,098.00
Total Costs of Goods Sold	3,526.20	2,525.00	247.00	38,266.66	12,625.00	32,008.66
Expenses						
Grant and Allocation Exp.	0.00	0.00	0.00	50.00	0.00	0.00
Bank Chargest Expense	83.05	42.00	46.38	281.23	210.00	235.31
Advertising	7,316.76	2,084.00	1,745.00	20,499.05	10,420.00	9,846.26
Employees Benefit Programs Exp	516.78	358.00	0.00	2,607.90	1,790.00	2,301.80
Dues & Subscriptions	213.79	275.00	0.00	1,824.39	1,375.00	1,764.64
Internet Expense	34.95	30.00	30.00	584.75	150.00	174.95
Supplies Expense	149.55	125.00	0.00	948.63	625.00	579.64
Telephone Expense	177.97	121.00	102.18	574.70	605.00	669.70
Postage and Shipping Expense	98.00	25.00	0.00	196.00	125.00	94.00
Occupancy Expense	2,400.00	600.00	0.00	3,600.00	3,000.00	3,000.00
Insurance Expense	0.00	42.00	0.00	557.00	210.00	576.00
Maintenance Expense	480.00	0.00	0.00	480.00	0.00	0.00
Travel Expense	0.00	0.00	0.00	119.20	0.00	330.82
Conferences Expense	0.00	25.00	0.00	0.00	125.00	225.00
Meetings Expense	289.13	0.00	0.00	289.13	0.00	0.00
Payroll Tax Expense	160.48	217.00	160.48	802.40	1,085.00	802.40
Wages Expense	2,097.70	2,380.00	2,097.70	10,488.50	11,900.00	10,488.50
Total Expenses	17,544.36	8,849.00	4,428.74	82,169.54	44,245.00	63,297.68
Net Income	\$ (9,157.49)	\$ (1.00)	\$ 5,610.49	\$ (33,403.60)	41,368.19	(11,689.79)

For Management Purposes Only

For Management Purposes Only

CITY OF NITRO CONVENTION & VISITORS CY
Account Register
For the Period From Nov 1, 2017 to Nov 30, 2017
10200 - Regular Checking Account

Filter Criteria includes: Report order is by Date.

Date	Trans No	Type	Trans Desc	Deposit Amt	Withdrawal Amt	Balance
			Beginning Balance			14,210.91
11/2/17	3210	Withdraw	AT& T		177.97	14,032.94
11/2/17	3211	Withdraw	SUDDENLINK		213.79	13,819.15
11/2/17	3212	Withdraw	Linda Keeling		260.28	13,558.87
11/2/17	3213	Withdraw	NITRO HIGH SCHOOL		100.00	13,458.87
11/2/17	3213	Withdraw	NITRO DEVELOPMENT		3,000.00	10,458.87
11/3/17	3209	Withdraw	LINDA A. Keeling		826.66	9,632.21
11/3/17	ach31766023	Withdraw	WVPEIA		177.00	9,455.21
11/3/17	ach31773372	Withdraw	WVPEIA		339.78	9,115.43
11/7/17	3220	Withdraw	UNITED BANKCARD CE		702.60	8,412.83
11/7/17	3221	Withdraw	INTER-QUEST, CORP		34.95	8,377.88
11/8/17	ACH110817	Withdraw	Huntington Bank		263.43	8,114.45
11/15/17	3222	Withdraw	BOOMTOWN BASH		100.00	8,014.45
11/15/17	ACH110818S	Withdraw	WV STATE TAX DE[T		78.00	7,936.45
11/17/17	3224	Withdraw	LINDA A. Keeling		826.66	7,109.79
11/27/17	112717	Deposit	MARDI GRAS	8,486.87		15,596.66
11/27/17	3225	Withdraw	NITRO DEVELOPMENT		2,400.00	13,196.66
11/27/17	3226	Withdraw	THE COPIER GUY		480.00	12,716.66
11/27/17	3227	Withdraw	TSG CONSULTING		7,316.76	5,399.90
11/29/17	ach1658201	Withdraw	Huntington Bank		263.43	5,136.47
11/30/17	11/30/17	Other	Service Charge		83.05	5,053.42
			Total	8,486.87	17,644.36	



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: 11/01/17 to 11/30/17		Beginning Balance	\$18,723.95
Days in Statement Period 30		Credits (+)	8,456.87
Average Ledger Balance* 14,338.17		Regular Deposits	8,456.87
Average Collected Balance* 14,338.17		Debits (-)	9,764.55
* The above balances correspond to the service charge cycle for this account.		Regular Checks Paid	8,642.91
		Electronic Withdrawals	1,121.64
		Total Service Charges (-)	53.05
		Ending Balance	\$17,363.22

Deposits (+)

Account: 01221213866

Date	Amount	Serial #	Type	Date	Amount	Serial #	Type
11/27	8,456.87	158815395	Brch/ATM				

Checks (-)

Account: 01221213866

Date	Amount	Check #	Date	Amount	Check #
11/03	826.66	3209	11/28	702.60	3220*
11/10	177.97	3210	11/13	34.95	3221
11/10	213.79	3211	11/15	100.00	3222
11/03	260.28	3212	11/17	826.66	3224*
11/20	100.00	3213	11/29	2,400.00	3225
11/03	3,000.00	3214			

(*) 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.

Other Debits (-)

Account: 01221213866

Date	Amount	Description
11/07	339.78	WVTREASURY PEIA PREM 171107 802539911
11/07	177.00	WVTREASURY PEIA PREM 171107 802539911
11/08	263.43	IRS USATAXPYMT 110817 270771255922982

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Other Debits (-)

Account: 01221213866

Date	Amount	Description
11/17	78.00	WVTREASURY WWTAXPAYPB 171117 STO1872936960
11/29	263.43	IRS USATAXPYMT 112917 270773331658201

Service Charge Detail

Account: 01221213866

Date	Service Charge (-)	Waives and Discounts (+)	Description
11/15	53.05		PRIOR MONTH'S SERVICE CHARGES

Service Charge Summary

Account: 01221213866

Previous Month Service Charges (-)	\$53.05
Total Service Charges (-)	\$53.05

Balance Activity

Account: 01221213866

Date	Balance	Date	Balance	Date	Balance
10/31	18,723.95	11/10	13,465.04	11/20	12,272.38
11/03	14,637.01	11/13	13,430.09	11/27	20,729.25
11/07	14,120.23	11/15	13,277.04	11/28	20,026.65
11/08	13,856.80	11/17	12,372.38	11/29	17,363.22

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.

TSG CONSULTING

Public Relations • Governmental Affairs • Health Care

1210 Kanawha Boulevard, East Charleston, WV 25301

November 29, 2017

Mayor Dave Casebolt
City of Nitro
2009 20th Street
Nitro, WV 25143

Dear Mayor:

Please consider this letter as our proposal to implement the recommendations provided for in our report to the Nitro Convention and Visitors Bureau. We have delivered our report, and we were asked to develop a proposal to assist in the implementation of the recommendations in the report.

We would develop a policy manual for the board that would outline accounting functions for the agency. Advertising and personnel policies also would be developed, including a job description for the position of Executive Director. An additional policy would be developed that would outline the types of activities on which the CVB should focus its efforts. All policies would be submitted to the board for approval or modification.

TSG Consulting would develop and design a rework of the website so that it could be updated on a regular basis. The look would be similar to that of other CVBs, and the site would be a central location for travelers to gain information about the City of Nitro and its current tourism offerings. A large part of the web design would be the development of an online for a visitors guide. Facebook, Twitter and Instagram social channels also would be created.

TSG also is prepared to act as interim staff for the CVB, if requested, which might be helpful during this reorganization period. However, it is our strong recommendation that the CVB should have its own employee within six months to a year. If TSG would act as staff, we would locate a TSG employee in Nitro for at least 25 hours a week. This individual would staff CVB meetings, provide the regular reports and work with the board to develop additional benchmarks that would help the board focus its activities.

Part of the duties also would include weekly, if not daily, updates of the social media channels, including the website. TSG also would work to garner earned media to promote the offerings of Nitro on a regular basis. The public relations efforts would include promotion of tourist events, but we also would look to advance tourist-related offerings.

Currently, the CVB does not interact with local tourist offerings on a regular basis. As part of our service, we would schedule regular meetings with local offerings such as Mardi Gras Casino, the antique stores, and restaurants. The purpose would be to coordinate activities; we also would use these meetings to gather information to update the website and social media channels.

A twelve-month marketing plan would be developed that would outline the outreach activities for the CVB. The CVB does not use interstate rest areas for distribution of rack cards relating to Nitro tourist offerings. Part of the marketing plan would include rack cards for the museum and the casino. We also suggest the plan should include marketing material for West Virginia State University parents, students, alumni, and visiting sports teams.

TSG would help coordinate activities, such as Boomtown Days and Run for the Wall. We also would work to establish new activities that would attract tourists to Nitro. These could include antique weekends, fishing tournaments and concerts at Mardi Gras. Kanawha County's new sports complex will open within the next six months, so if selected, we would develop a marketing plan for Nitro to attract those sports complex visitors to Nitro offerings.

Tom Susman would direct the engagement, while Shelby Mowery would perform a number of day-to-day activities. Rachel Coffman and Jim Wallace also would participate on an as-needed basis. All are familiar with Nitro and the activities of the CVB and the City.

Our pricing proposal is based on TSG staffing the CVB. Currently, the CVB is paying TSG \$1,250 a month. That fee would increase to \$2,500 a month. This pricing assumes the City continues to retain TSG for assistance promoting the local activities including the Boom Town Bash. The increased cost would be \$15,000 per year for a total staffing and professional service fee cost of \$30,000 per year for the CVB if the engagement would last 12 months.

Website development would be an additional \$5,000. Also, the above does not include the cost of any printing, paid advertising (including sponsored posts on social media), or other out-of-pocket expenses such as stock photographs.

Please review this proposal. If you have any questions, please do not hesitate to contact me at 304-552-2064. TSG Consulting has appreciated the opportunity to work with the City of Nitro and looks forward to serving the city into the future.

Sincerely yours,



Tom Susman
President

Linda's Support

When I decided to become involved with and give back to the City of Nitro, I was excited about working on all functions and festivals, for I thought that was the purpose of the CVB and Branding Committees. Two and a half years later, I now understand that this is not the case with the CVB. I was wrong... everybody was wrong. There was obviously very little understanding on this issue and Linda, it seems, is taking the brunt of it all.

After joining these two committees, I quickly discovered, through personal experience and observation, that working with Linda was not easy. She came across as very negative and distrustful in the beginning and probably felt threatened by my presence, then Carmen's, etc., but she was a co-worker and I was determined to work with her as positively as possible. As time went by and she began to get more help from the Branding Committee members, she seemed to relax and become more trusting, more personable and seemed much happier. It took a lot of shows of appreciation: "Great job!", "Thanks for all that you do!" "Wow, you do an awfully lot! I never knew so much was involved!". It has always been and still is my philosophy that if one had to depend on "Good job!" and "Thank yous!" alone in order to survive, then they would die of emotional malnutrition. Linda was very malnourished. It has also been and still is my philosophy that if something is not being done according to a certain criteria, then point it out ASAP to all involved to correct the problem and supply the necessary tools and training to see to its correction.

Linda has held down and successfully preformed two jobs as she was asked and understood to do for the price of one. She was never at fault for not following to a T the job description of CVB director when there was no understanding of what that really entailed to begin with. And it appears that she will not be given the opportunity to choose or refuse adequate and proper resources to help her bring this CVB's weakness up to par, as is now required in the *new* job description.

Yes, Linda is prickly at times, can rub people the wrong way and can be a naysayer on occasion. But all that she has done for the City of Nitro was done well. I strongly feel that too many simply do not truly understand and appreciate her value for all that she has accomplished and it will not take long to fully comprehend the void that will occur when she is no longer here. She deserves a great deal of respect and good wishes, regardless of personal feelings, as she leaves the position as CVB Director. Not to mention a very loud and clear THANK YOU!!!