

**NITRO CVB BOARD OF DIRECTORS MEETING AGENDA  
NOVEMBER 3, 2015 ~ 6:00 PM**

Call to Order: Bill Racer, Chairman  
Welcome & Introductions

Secretary's Report: Mayor Casebolt  
Review of minutes from Oct. 6, 2015 meeting

Financial Report: John Young, Treasurer  
Tax Return Report: John Young

**Old Business:**

- > CVB Personnel Policies / Manual Draft
- > WV Radio Approved Contract for 2016
- > Doughboy Uniforms ~ ordered for the Blanding Committee, is this CVB funds or City
- > Review of Festival CD and Ideas
- > Old Business ~ Follow up on Halloween Hoedown

**New Business:**

- > NDA, Nitro Business/ News scheduled for Nov 12.
- > Nominations Presented for additional CVB Board members
  - 1) Susan Valleau, Nitro lifelong citizen
  - 2) Sherri Willey, Nitro Business Owner
- > 2016 CVB Schedule of Events
- > Next CVB Event ~ Christmas Parade and Tree Lighting

**Other:**

*Reminder of the date for Annual Evaluation of the CVB Executive Director, December 2.*

**Adjournment**

*The next CVB Board meeting is scheduled for Tuesday, Dec. 1, 2015*

**David Casebolt**

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**From:** Dave Casebolt <casebolt@dave@gmail.com>  
**Sent:** Wednesday, November 4, 2015 10:24 PM  
**To:** dcasebolt@cityofnitro.org  
**Subject:** NITRO CVB BOARD OF DIRECTORS MEETING AGENDA

NITRO CVB BOARD OF DIRECTORS MEETING AGENDA  
November 3rd, 2015~6:00 PM

**Call to Order:** Bill Racer, Chairman  
Chairman Racer called the meeting to order at 6pm. In attendance was Dave Casebolt, Jeff Covert, Bill Racer, John Slater, Bill Javins, John Young, Vicki Shumate Jackson, Bob Lagg

**Welcome and Introductions**  
CVB Director Linda Quinn and Susan Valleau were in attendance

**Secretary's Report:** Dave Casebolt  
Review of minutes from October 6th meeting minutes Dave makes a motion to approve the minutes as written with a second from John Young. Motion passed.

**Financial Report:** John Young  
Financials were provided and are attached to the meeting minutes. Dave makes a motion to accept the financials as presented with a second from John Slater. Motion passed.

**Old Business**

\* CVB Personnel Policies/Manual Draft Discussion was held on the personnel policy including adopting the city policy for vacation and sick time. Motion was made by John Young with a second from Dave to adopt the city office personnel manual as the policies for CVB.

\* WV Radio Approved Contract for Discussion was held about focusing our advertising more on the historical aspect of the town. This would require reducing the amount of stations that we advertise on and concentrating our advertisement on three stations, V100, 96.1, and WCHS. A committee was formed to discuss and present ideas to the board at the next meeting.

\* Doughboy Uniforms-ordered for the Branding Committee, CVB funds or City The Committee decided to use CVB funds for the purchase of the uniforms.

\* Review of Festival CD and and Ideas Linda discussed the CD presented to the committee by Susan Valleau.

\* Old Business~Follow up on Halloween Hoedown The Hoedown was a success although there was a slight drizzle during the event.

**New Business:**

\* NDA, Nitro Business/News Scheduled for Nov 12th There will be a NDA branding meeting at the Nitro Moose at 7pm next Thursday evening.

\* Nominations Presented for Additional CVB Board Members

1) Susan Valleau, Nitro Lifelong Citizen

2) Sherri Willey, Nitro Business Owner Dave makes a motion to recommend to council the appointments of Susan Valleau and Sherri Wiley to the CVB Board with a second from Bill Javins. Motion passed.

\* 2016 CVB Schedule of Event Linda handed out a calendar with dates for next years events. The calendar is attached to the meeting minutes. Bill Javins makes a motion to approve the dates as presented with a second from John Slater. Motion passed.

\* Next CVB Event~Christmas Parade and Tree Light Planning has started for this years Christmas Parade. Dave makes a motion with a second from Vicki to purchase an additional doughboy outfit for the parade. Motion passed.

Other:

Adjournment

John makes a motion to adjourn with a second from Bill. Motion passed.

The next Board meeting will be held on Tuesday, Dec. 1,2015 at 6:00 pm

Sent from my iPad=

CITY OF NITRO CONVENTION & VISITORS CY  
 Balance Sheet  
 October 31, 2015

ASSETS

Current Assets		
Regular Checking Account	\$	52,111.65
Accounts Receivable		49.70
<b>Total Current Assets</b>		<b>52,161.35</b>
Property and Equipment		
Furniture and Fixtures		2,000.00
Equipment		3,113.00
Accum. Depreciation - Equipment		(623.00)
<b>Total Property and Equipment</b>		<b>4,490.00</b>
Other Assets		
Deposits		512.50
<b>Total Other Assets</b>		<b>512.50</b>
<b>Total Assets</b>	<b>\$</b>	<b>57,163.85</b>

LIABILITIES AND CAPITAL

Current Liabilities		
State Payroll Taxes Payable	\$	74.00
<b>Total Current Liabilities</b>		<b>74.00</b>
Long-Term Liabilities		
<b>Total Long-Term Liabilities</b>		<b>0.00</b>
<b>Total Liabilities</b>		<b>74.00</b>
Capital		
Retained Earnings		61,603.26
Net Income		(4,513.41)
<b>Total Capital</b>		<b>57,089.85</b>
<b>Total Liabilities &amp; Capital</b>	<b>\$</b>	<b>57,163.85</b>

## CITY OF NITRO CONVENTION & VISITORS CY General Ledger

### For the Period From Oct 1, 2015 to Oct 31, 2015

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	Regular Checking Acc	10/1/15	2792	CDJ	Beginning Balance			59,404.68
		10/1/15	2793	CDJ	HSA BANK		512.50	
		10/1/15	2794	CDJ	WVPEIA		124.00	
		10/1/15	2795	CDJ	WVPEIA		163.00	
		10/1/15	2796	CDJ	NITRO DEVELOP		600.00	
		10/1/15	2797	CDJ	SUDDENLINK		207.33	
		10/1/15	2798	CDJ	INDUSTRIAL SANI		580.67	
		10/1/15	2799	CDJ	AT&T		96.78	
		10/1/15	2800	CDJ	IMPRESSION PRO		350.00	
		10/1/15	2801	CDJ	ELK CITY SALES,		1,847.11	
		10/1/15	2802	CDJ	F.L. ENTERPRISE		1,532.40	
		10/4/15	2803	PRJ	LINDA A. Keeling		806.06	
		10/4/15	2804	CDJ	NITRO MINISTERI		39.30	
		10/4/15	2806	CDJ	INTER-QUEST, C		19.95	
		10/19/15	2805har	CDJ	SCREEN GRAPHI		650.00	
		10/19/15	2807	CDJ	HARLESS PRINTI		265.37	
		10/19/15	ach101915	CDJ	CENTRAL PRINTI		295.00	
		10/21/15	2810	CDJ	WV STATE TAX D		68.00	
		10/21/15	2811	CDJ	CHARLESTON PA		500.00	
		10/21/15	2812	CDJ	CHARLESTON PA		500.00	
		10/21/15	2813	CDJ	Linda Quinn		300.00	
		10/22/15	2814	CDJ	BRAVO - LIVE DJ		599.00	
		10/23/15	2808	CDJ	SAMS		4,238.68	
		10/23/15	2815	PRJ	LINDA A. Keeling		806.06	
		10/26/15	ach920335	CDJ	UNITED BANKCA		153.58	
		10/30/15	deposit	CDJ	Huntington Bank		509.94	
		10/31/15	10/31/15	GEN	mardi gras deposit	8,504.82	33.12	
				GEN	Service Charge		15,797.85	
				GEN	Current Period Cha			-7,293.03
					Ending Balance	8,504.82		52,111.65

CITY OF NITRO CONVENTION & VISITORS CY  
Income Statement  
For the Four Months Ending October 31, 2015

	Current Month Actual	Current Month Budget	Current Month LY	Year to Date Current Year	Year to Date Budget	Year to Date LY
<b>Revenues</b>						
Prior Year Carryforward	\$ 0.00	\$ 4,728.75	\$ 0.00	\$ 0.00	18,915.00	0.00
Program Service Revenue	8,504.82	8,750.00	8,389.11	36,503.30	35,000.00	37,904.28
Miscellaneous Income	0.00	0.00	0.00	75.00	0.00	175.00
Contributions-Restricted	0.00	0.00	750.00	5,175.00	0.00	750.00
<b>Total Revenues</b>	<b>8,504.82</b>	<b>13,478.75</b>	<b>9,139.11</b>	<b>41,753.30</b>	<b>53,915.00</b>	<b>38,829.28</b>

**Expenses**

<b>Cost of Goods Sold</b>						
Cost of Sales-Rentals	1,000.00	0.00	0.00	1,500.00	0.00	0.00
Materials Purchased	2,392.77	0.00	0.00	3,116.23	0.00	0.00
Winnings & Trophies	0.00	0.00	300.00	0.00	0.00	300.00
Sponsorships	7,509.34	7,719.50	5,025.85	17,145.68	30,878.00	25,957.82
Sponsorships Bands	599.00	0.00	500.00	1,898.00	0.00	3,799.99
<b>Total Costs of Goods Sold</b>	<b>11,501.11</b>	<b>7,719.50</b>	<b>5,825.85</b>	<b>23,659.91</b>	<b>30,878.00</b>	<b>30,057.81</b>

**Expenses**

Grant and Allocation Exp.	0.00	0.00	0.00	1,500.00	0.00	0.00
Bank Chargest Expense	33.12	6.25	2.50	148.17	25.00	10.00
Advertising	0.00	1,667.00	0.00	4,190.00	6,668.00	5,815.00
Professional Services	0.00	0.00	0.00	0.00	0.00	425.00
Employee Benefit Programs Exp	799.50	493.00	488.00	1,907.50	1,972.00	2,002.00
Dues & Subscriptions	207.33	292.00	578.21	1,500.68	1,168.00	1,651.30
Internet Expense	19.95	0.00	0.00	49.95	0.00	0.00
Supplies Expense	350.00	208.00	107.09	941.49	832.00	350.38
Telephone Expense	96.78	108.00	0.00	387.14	432.00	298.23
Postage and Shipping Expense	0.00	31.00	89.80	0.00	124.00	155.00
Occupancy Expense	600.00	600.00	600.00	1,800.00	2,400.00	600.00
Insurance Expense	0.00	62.50	0.00	278.00	250.00	601.00
Publications	0.00	0.00	0.00	0.00	0.00	6.89
Payroll Tax Expense	156.06	208.34	153.00	723.87	833.36	715.51
Wages Expense	2,040.00	0.00	2,000.00	9,180.00	0.00	9,000.00
Wages Expense Admin Asst	0.00	2,083.40	0.00	0.00	8,333.60	0.00

For Management Purposes Only

CITY OF NITRO CONVENTION & VISITORS CY  
Income Statement  
For the Four Months Ending October 31, 2015

	Current Month Actual	Current Month Budget	Current Month LY	Year to Date Current Year	Year to Date Budget	Year to Date LY
Total Expenses	15,803.85	13,478.99	9,844.45	46,266.71	53,915.96	51,688.12
Net Income	\$ (7,299.03)	\$ (0.24)	\$ (705.34)	\$ (4,513.41)	(0.96)	(12,858.84)

## CITY OF NITRO CONVENTION & VISITORS CY General Ledger

### For the Period From Oct 1, 2015 to Oct 31, 2015

Filter Criteria includes: 1) IDs from 58000 to 59750. Report order is by ID. Report is printed with shortened descriptions and in Detail Format.

Account ID	Account Description	Date	Reference	Jrnl	Trans Descriptio	Debit Amt	Credit Amt	Balance
58000	Cost of Sales-Rentals	10/1/15	2810	CDJ	Beginning Balance	500.00		500.00
		10/21/15	2811	CDJ	CHARLESTON P	500.00		
		10/21/15		CDJ	CHARLESTON P	1,000.00		1,000.00
					Current Period Ch			
		10/31/15			Ending Balance			1,500.00
58500	Materials Purchased	10/1/15	2801	CDJ	Beginning Balance	1,532.40		723.46
		10/1/15	2805har	CDJ	F.L. ENTERPRIS	265.37		
		10/19/15	2807	CDJ	HARLESS PRINTI	295.00		
		10/21/15	2812	CDJ	CENTRAL PRINTI	300.00		
					Linda Quinn - Mat			
					Current Period Ch	2,392.77		2,392.77
		10/31/15			Ending Balance			3,116.23
59700	Sponsorships	10/1/15	2797	CDJ	Beginning Balanc	385.63		9,636.34
		10/1/15	2797	CDJ	INDUSTRIAL SAN	195.04		
		10/1/15	2800	CDJ	INDUSTRIAL SAN	1,847.11		
		10/1/15	2803	CDJ	ELK CITY SALES,	39.30		
		10/14/15	2806	CDJ	NITRO MINISTER	130.00		
		10/14/15	2806	CDJ	SCREEN GRAPHI	50.00		
		10/14/15	2806	CDJ	SCREEN GRAPHI	70.00		
		10/14/15	2806	CDJ	SCREEN GRAPHI	400.00		
		10/22/15	2814	CDJ	SAMS - Sponsors	4,238.68		
		10/23/15	2815	CDJ	UNITED BANKCA	153.58		
					Current Period Ch	7,509.34		7,509.34
		10/31/15			Ending Balance			17,145.68
59750	Sponsorships Bands	10/1/15			Beginning Balance			1,299.00
		10/21/15	2813	CDJ	BRAVO - LIVE DJ	599.00		599.00
					Current Period Ch	599.00		1,898.00
		10/31/15			Ending Balance			1,898.00



# WEST VIRGINIA RADIO CORPORATION **Station Summary**

**Core Audience Demo:**

**Secondary Audience Demo:**

**Format/Frequency:**

**Unique Benefits:**



Women 25-54  
 Adults 25-54  
 Adult Contemporary / 99.9 FM  
 Mornings with Steve Bishop & Jenny Murray  
 HD Radio  
 Large at-work listenership  
 #1 for reaching working women

**Core Audience Demo:**

**Secondary Audience Demo:**

**Format/Frequency:**

**Unique Benefits:**



Adults 18-49  
 Adults 25-54  
 West Virginia Country / 96.1 FM  
 Wolf & Friends morning show w/Robb Reel and Miss Amanda  
 Most Popular Format in WV  
 HD Radio  
 High visibility, Quality Audience

**Core Audience Demo:**

**Secondary Audience Demo:**

**Format/Frequency:**

**Unique Benefits:**



Adults 35-64  
 Adults 35+  
 News-Talk-Sports / 580 AM  
 HOTLINE with Dave Weekley  
 Rush Limbaugh,  
 Talkline with Hoppy  
 Cincinnati Reds  
 WV High School Sports

**Core Audience Demo:**

**Secondary Audience Demo:**

**Format/Frequency:**

**Unique Benefits:**



Women 18-44  
 Adults 18-44  
 No Rules Radio, 107.3 FM  
 1<sup>st</sup> of its kind in the world  
 Party Songs for Party People  
 Tailgate 12-pack in a row  
 HD Radio

**Primary Audience Demo:**

**Secondary Audience Demo:**

**Format/Frequency:**

**Unique Benefits:**



Adults 18-44  
 Teens  
 Top 40 Rhythmic- 98.7 FM  
 Exclusive format for Charleston's active, young professionals  
 Afternoons with Woody Woods  
 Home of the TAKEOVER

**Core Audience Demo:**

**Secondary Audience Demo:**

**Format/Frequency:**

**Unique Benefits:**



Adults 45-64  
 Adults 35+  
 Oldies / 680 AM & 95.3 FM  
 Exclusive Oldies Format  
 Affluent Baby Boomer Audience  
 The Music that moved a generation

**Core Audience Demo:**

**Secondary Audience Demo:**

**Format/Frequency:**

**Unique Benefits:**



Men 18-49  
 Men 25-54  
 Sports / 1490 AM & 104.5 FM  
 Affluent male audience  
 Home of the WV Power Baseball  
 WV High School Sports  
 Major League Baseball  
 The NBA

**Streaming Live 24/7 online and on your smart phone on the iHeart app (This is a free download in iTunes and Google Play)**

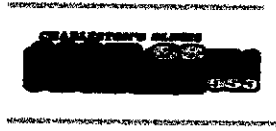
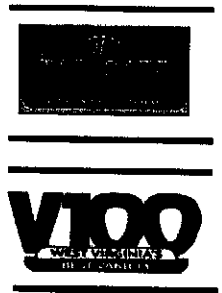
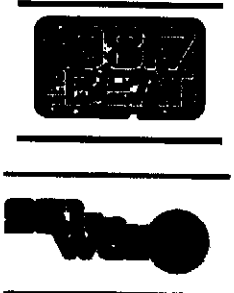
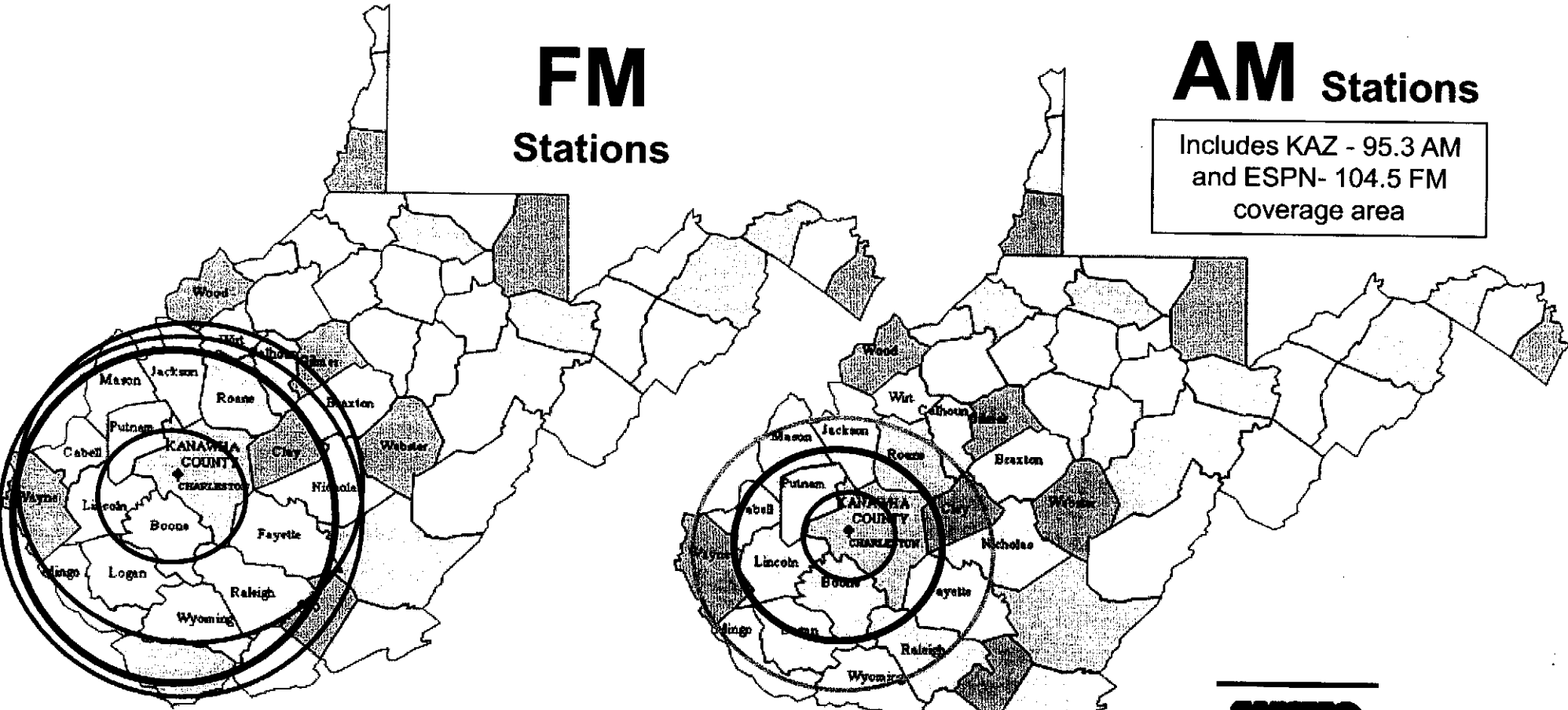
V100: [www.v100.fm](http://www.v100.fm); WOLF: [www.961thewolf.com](http://www.961thewolf.com); WVNS: [www.58wvns.com](http://www.58wvns.com); Tailgate 107.3: [www.Tailgate1073.com](http://www.Tailgate1073.com); BEAT: [www.987thebeat.com](http://www.987thebeat.com); ESPN: [www.charlestonespn.com](http://www.charlestonespn.com)

# WEST VIRGINIA RADIO CORPORATION **COVERAGE MAPS**

## FM Stations

## AM Stations

Includes KAZ - 95.3 AM  
and ESPN- 104.5 FM  
coverage area



FESTIVAL CD ~ IDEAS

BED RACES

STRAWBERRY PARADE

POST FESTIVAL ~ TOWN PHOTOS

VENDORS

