

IN THE COUNTY COMMISSION OF WOOD COUNTY, WEST VIRGINIA

IN RE: MINUTES OF MEETING HELD
THURSDAY, JANUARY 28, 1993

PRESENT: PRESIDENT HOLMES R. SHAVER
COMMISSIONER JEAN GRAPES
COMMISSIONER STEVEN A. GRIMM

At 9:30 A.M., the County Commission met with Gail Hartshorn, Wood County Emergency Services, to discuss updates and changes to the Wood county Emergency Operating Plan. Mr. Hartshorn explained that these were changes that FEMA required. Upon a motion made by Steven A. Grimm, seconded by Jean Grapes and made unanimous by Holmes R. Shaver, the County Commission adopted a Resolution prepared by the Wood County Emergency Services of Changes made to the Operating Plan in accordance with Chapter 15, Article 5 of the Code of West Virginia. An Order was prepared regarding this matter.

Mr. Hartshorn also told the Commission that Perry Mollohan of Perry's Alignment, has to comply with the Floodplain Rules and Regulations in regard to his property on Gihon Road. Mr. Mollohan had previously asked for a variance. Mr. Hartshorn stated that FEMA has said no. After further discussion, Commissioner Grimm stated that the Commission would visit Perry's Alignment on Monday, February 1, 1993 at 3:00 P.M.

At 9:45 A.M., Edward Galland was sworn in to the Wood County Parks and Recreation Commission (Mountwood Park).

At 9:50 A.M., the County Commission met with Roger Smith, representing The Volunteers. Mr. Smith stated that at Mountwood Park's meeting held the previous night, he was denied the right to speak. Mr. Smith stated that Bud Ball told him that he could speak, but at the end of the meeting Al Smith made a motion to end the meeting. Mr. Smith protested this action and was told by Mr. Ball that they would need a ten day notice to allow someone to speak

at a meeting. Mr. Smith stated that he believes the reason Mr. Ball prevented him from speaking was that he was afraid he was going to discuss the ATV trail at the park. Mr. Smith stated that they had wanted to discuss the eighty hours of volunteer work in regard to the mulching of Christmas trees that were to be used at Fire Tac in the park. Mr. Smith also stated that after the meeting, the park board watched a video prepared by the ATV trail users, which as he feels, added insult to injury. The County Commission stated that they are probably unaware of the requirements of open meetings.

At 10:00 A.M., Andrew Walker was sworn in as a Correctional Officer.

At 10:10 A.M., the County Commission met with Steve Nicely, from the Parkersburg/Wood County Visitors & Convention Bureau. Mr. Nicely requested that the Commission appropriate an additional \$6,679.00 from either hotel occupancy tax or the general fund over what they project the Bureau will receive in hotel tax proceeds this year. It would be used to increase the budget for tourism advertising and marketing. Mr. Nicely discussed a letter that is attached to these minutes. President Shaver requested a list of the entities the bureau promotes. The County Commission said they would make a decision next week.

At 10:45 A.M., the County Commission, upon a motion made by Holmes R. Shaver, seconded by Jean Grapes and made unanimous by Steven A. Grimm, went into Executive Session, under No. 9 of the WV State Code. Said Session was requested by Michele Rusen, Prosecuting Attorney and Terri Tarr, Assistant Prosecuting Attorney. The adjourned at 11:02 A.M.

At 11:30 A.M., the County Commission visited the Magistrate Court Building.

On this date, the County Commission, upon a motion made by Steven A. Grimm, seconded by Jean Grapes and made unanimous by Holmes R. Shaver, approved minutes from Monday, January 25, 1993.

On this date, the County Commission, upon a motion made by Steven A. Grimm, seconded by Jean Grapes and made unanimous by Holmes R. Shaver, approved the purchase of five computer terminals for the County Clerk's

office that were requested by Jamie Six, County Clerk.

On this date, the County Commission, upon a motion made by Jean Grapes, seconded by Steven A. Grimm and passed, adopted a Resolution in reference to Budget Revision No. 14 in the General County Fund budget for the fiscal year 1992/1993. The Request for Revision to the Approved Budget, being submitted to the Department of Tax and Revenue, Charleston, WV, was signed by President Shaver. An Order was prepared regarding this matter.

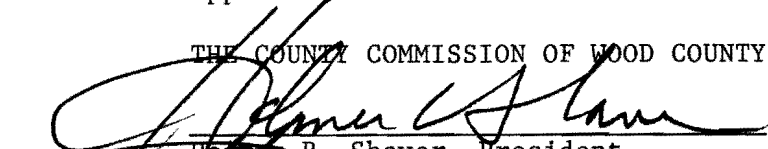
On this date, the County Commission, upon a motion made by Steven A. Grimm, seconded by Jean Grapes and passed, authorized Holmes R. Shaver, as President, to sign a letter of request for a budget revision to the Comprehensive Community Highway Safety Program Grant No. 92HS-14. Said request for revision would transfer the amount of \$1,345.00 from the Other Category to the Equipment Category for the purchase of the Vince n' Larry Dummy Costumes. An Order was prepared regarding this matter.

On this date, the County Commission, upon a motion made by Steven A. Grimm, seconded by Jean Grapes and made unanimous by Holmes R. Shaver, ORDERED that Brenda Buck be compensated in the amount of \$160.00 for four sheep killed by stray dogs. Compensation is in accordance with Chapter 19, Article 20, Section 10 of the Code of WV and pursuant to the Sheep Claim properly filed by Ms. Buck. An Order was prepared regarding this matter.

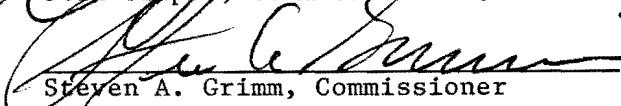
Having no scheduled appointments or further business to attend to, the County Commission adjourned at 12:00 Noon.

Approved:

THE COUNTY COMMISSION OF WOOD COUNTY


Holmes R. Shaver, President


Jean Grapes, Commissioner


Steven A. Grimm, Commissioner

PURCHASE ORDERS SIGNED ON JANUARY 28, 1993

No. 16902	Wood County Airport Authority	\$ 554.56
17014	S.W. Graphics	9.75
17021	Stuart Oil	3798.15
16061	Parkersburg Office Supply	55.50
17080	R.D. Wilson	83.94
17082	Broadwaters Motorcar	31.33
17087	Artcraft Studio	27.50
17088	NOE Office Supply	51.90
17090	Broadwaters Motorcar	39.95
17093	Lowe's Home Centers	5.94
17096	Quorum Corporation	119.00
17098	Sam's Wholesale Club	477.99
17099	Sam's Wholesale Club	165.98



**PARKERSBURG/WOOD COUNTY
Visitors & Convention Bureau**

215 First Street • Parkersburg, WV 26101 • 304/428-1130

G • R • E • A • T • E • R

PARKERSBURG

west virginia

January 28, 1993

Wood County Commission
Courthouse
Parkersburg, WV 26101

Dear Commissioners:

I request that you appropriate to the Bureau from either hotel occupancy tax proceeds or the general fund an additional \$6,679 over what we project the Bureau will receive in hotel tax proceeds this calendar year if there is no change in the disbursement formula. This entire amount will be used to increase the \$71,660 we already have budgeted for tourism advertising and marketing and another \$3,455 pledged by our members for these specific projects (see Attachment A).

We plan to continue the extensive program of tourism marketing which we feel is needed to insure the growth of hotel tax dollars to the county and the number of tourists to our local businesses, especially the hotels who collect this tax. The greater than normal increase in room tax collections (see Attachment B), the increase in inquiries for information, the statements of the hotel general managers, the increase in room night sold and other factors all demonstrate the program is working.

However, even with our increased marketing effort the last two years, the individual hotels have had a difficult time as a result of the national decrease in business travel and the additional 116 rooms in the area. While county-wide there was an increase of 11,823 rooms night sold in 1992, the six properties operating prior to December 1991 showed a combined decrease of 11,411 rooms sold (see Attachment C). They require an enhanced marketing effort for another year to preserve their financial stability and to maintain their current level of employment. A reduction of our promotional endeavors now could have unpleasant consequences for them, other businesses and the entire county.

The \$6,679 will afford the Bureau approximately the same level of funding we received from the county last year (see attachment D). Added to the increased funding this year from the City of Parkersburg of \$3,855 and our members of \$3,565, we can duplicate the promotional programs we undertook this past year and add some supplementary activities which we consider to be necessary.

Over the past two years, and continuing in 1993, the Bureau has reduced our administrative salaries and costs of operating the Bureau while at the same time expanding the amount of financial support from our members (see Attachments E and F). To decrease our administrative costs further would jeopardize our effectiveness as an organization. Due to their nature, our programs are very labor intensive, and without adequate staff we cannot attend the shows, answer the requests, book the tours, send the brochures, write the news releases and sustain the numerous other marketing activities we perform.

Please remember that the Bureau is the only local organization that is doing the things required to increase the level of tourism and the amount of hotel occupancy taxes in Wood County. We have told you specifically what we do with the funds you give us, we spend those funds precisely the way we said we would, and we report, to the best of ability, the results of our activities. And, the hotels who collect and remit those occupancy taxes to you are in support of this request and endorse our efforts 100%. They need your help now. This additional funding may not be a matter of survival to our organization, but this request may be a matter of survival for some of them.

If we are going to undertake them this year, we need to make final plans for several of these projects very soon. The deadlines for placing advertising and booking space at these shows are fast approaching, in fact some have already passed. Therefore, we would appreciate a timely response to our request. And, as always, if you have any questions, please let me know.

Sincerely,



Steven W. Nicely
President

Attachment A

REQUEST TO WOOD COUNTY COMMISSION FOR ADDITIONAL FUNDING

Proposed Use of Funds

The Bureau is requesting additional funding from the Wood County Commission to augment its existing advertising and marketing budget for 1993. The proposed use of these funds is as follows:

Advertising

West Virginia It's You (Supplimental)	\$ 650.00
Dayton Daily News Brochure Section	415.00
Ohio Magazine Travel Planner	660.00
Destinations Magazine (June, 1/4 pg b/w)	350.00
Courier Magazine (March, 1/4 pg b/w)	375.00
Courier Magazine (June, 1/4 pg b/w)	375.00

Trade and Travel Shows Booth Rental

Columbus Sports, Vacation & Travel Show	720.00
American & Canadian Sport, Travel & Outdoor Show	892.00
Pennsylvania Bus Association Marketplace	485.00
Group Leader of America (GLAMER) Shows (3) (Detroit, Baltimore and Buffalo)	<u>1757.00</u>
	\$6679.00

Notes:

1. The Bureau has budgeted an additional \$71,660 for other direct advertising and marketing expenses.
2. With the additional \$6679, the Bureau projects its funding from the Wood County Commission for 1993 will be \$673 more than it received in 1992.

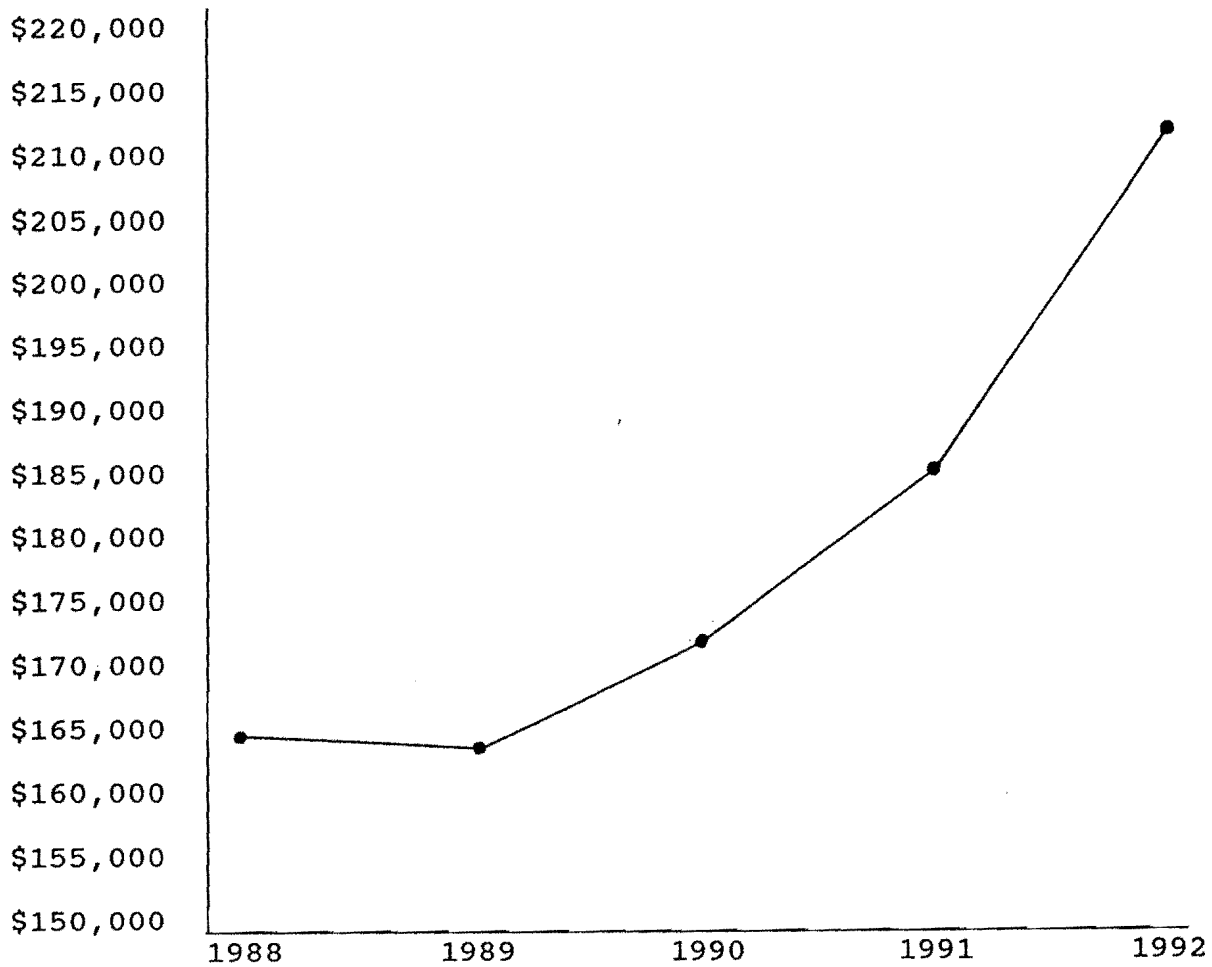
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Attachment B

WOOD COUNTY

Hotel Occupancy Tax Collection History

	Total Collected	Increase/ Decrease
1988	\$164,030 Actual	
1989	\$163,529 Actual	- 0.3%
1990	\$171,743 Actual	+ 5.0%
1991	\$184,848 Actual	+ 7.6%
1992	\$211,373 Actual	+ 14.3%



WOOD COUNTY ROOM NIGHTS SOLD REPORT
Compiled by the
Parkersburg/Wood County Visitors & Convention Bureau

The information below has been compiled from information on the total number of room nights sold by the seven hotels who are members of the Bureau. They represent 869 or 77.3% of the total 1124 rooms in Wood County as of December 31, 1991.

	<u>JAN</u>	<u>FEB</u>	<u>MAR</u>	<u>APR</u>	<u>MAY</u>	<u>JUN</u>	<u>JUL</u>	<u>AUG</u>	<u>SEP</u>	<u>OCT</u>	<u>NOV</u>	<u>DEC</u>	<u>TOTAL</u>
TOTAL 88	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	274845
ROOM 89	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	274845
NGHTS 90	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	274845
AVAIL 91	23343	21084	23343	22590	23343	22590	23343	23343	22590	23343	22590	26393	278441
92	26939	25201	26939	26070	26939	26070	26939	26939	26070	26939	26070	26939	318054
93	26939	24332	26939	26070	26939	26070	26939	26939	26070	26939	26070	26939	317185
94													
TOTAL 88	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	171987
ROOM 89	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	169384
NGHTS 90	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	180234
SOLD 91	10959	11583	14738	16283	15967	18135	18198	19111	17218	18357	13199	10415	184163
92	10631	12523	15608	17291	17423	18631	19482	20210	18659	19064	14140	12324	195986
93													
94													
OCC 88	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	62.6
% 89	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	61.6
90	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	65.6
91	46.9	54.9	63.1	72.1	68.4	80.3	78.0	81.9	76.2	78.6	58.4	38.7	66.1
92	39.5	49.7	57.9	66.3	64.7	71.5	72.3	75.0	71.6	70.8	54.2	45.7	61.6
93													
94													

NOTE: Until December 1991 there were 753 total rooms at the six hotels surveyed for this report. During December 1991 an additional 116 rooms were added with the opening of a seventh hotel.

YEAR TO DATE SUMMARY
(For the period January-December)

	1991 YTD	1992 YTD	+/-
Total Room Nights Available	278,441	318,054	+ 39,613 (+14.2%)
Total Room Nights Sold	184,163	195,986	+ 11,823 (+ 6.4%)
Occupancy Percentage	66.1%	61.6%	- 4.5%

Attachment D

PARKERSBURG/WOOD COUNTY VISITORS & CONVENTION BUREAU

Bureau Hotel Occupancy Tax Revenue Comparisons

	1992 ACTUAL	1993 PROJECTED
Parkersburg - 50% Portion	\$ 20500	\$ 20470
Additional for Advertising/Marketing	<u>5375</u>	<u>9260</u>
	25875	29730
Williamstown - 50% Portion	7038	6640
Additional for Advertising/Marketing	<u>0</u>	<u>0</u>
	7038	6640
Wood County - 50% Portion	105687	107600
Additional for Advertising/Marketing	<u>15473</u>	<u>6460</u> 3%
	121160	114060
Grand Totals	<u>\$154073</u>	<u>\$150430</u>

Hotel Occupancy Tax Total Collections

	Parkers- burg	Williams- town	Wood County
1989	\$39,132	\$12,496	\$163,529
1990	37,914	14,136	171,743
1991	42,081	15,780	184,848
1992	38,999	14,120	211,373

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PARKERSBURG/WOOD COUNTY VISITORS & CONVENTION BUREAU

Revenue and Expense Summary

	1989 Actual	1990 Actual	1991 Actual	1992 Actual	1993 Projected
REVENUE					
Local Government	\$115,356 (77.2%)	\$129,564 (78.5%)	\$135,867 (73.4%)	\$152,979 (71.2%)	\$150,430 (69.0%)
Members/Supporters	29,712 (19.9%)	34,384 (20.8%)	31,094 (16.8%)	50,715 (23.6%)	54,280 (24.9%)
Other	<u>4,350 (2.9%)</u>	<u>1,082 (.7%)</u>	<u>18,129 (9.8%)</u>	<u>11,305 (5.2%)</u>	<u>13,290 (6.1%)</u>
	\$149,418	\$165,030	\$185,090	\$214,999	\$218,000
EXPENSES					
Administration	\$ 98,448 (65.8%)	\$107,271 (67.8%)	\$120,823 (70.3%)	\$104,174 (46.1%)	\$104,607 (48.0%)
Marketing	43,252 (28.9%)	43,775 (27.7%)	43,956 (25.6%)	105,763 (46.8%)	97,434 (44.7%)
Other	<u>7,965 (5.3%)</u>	<u>7,221 (4.5%)</u>	<u>7,013 (4.1%)</u>	<u>16,099 (7.1%)</u>	<u>15,959 (7.3%)</u>
	\$149,665	\$158,267	\$171,792	\$226,035	\$218,000

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Attachment E

Attachment F

PARKERSBURG/WOOD COUNTY VISITORS & CONVENTION BUREAU

Personnel Cost History

	<u>1989</u>	<u>1990</u>	<u>1991</u>	<u>1992</u>	<u>1993</u>
Wages & Benefits					
Administration/Tourism Dev	\$ 67,138	\$ 73,939	\$ 77,123	\$ 69,563	\$ 68,441
Visitors Center	0	2,834	2,725	5,456	2,600
Destination Greater Pksbg	0	0	0	30,795	31,959
	<u>\$ 67,138</u>	<u>\$ 76,773</u>	<u>\$ 79,848</u>	<u>\$105,814</u>	<u>\$103,000</u>
# of Employees					
Administration/Tourism Dev	2.5	3.0	3.0	2.5	2.5
Visitors Center (Seasonal)	0	.5	.5	.5	.5
Destination Greater Pksbg	0	0	0	1.5	1.5
	<u>2.5</u>	<u>3.5</u>	<u>3.5</u>	<u>4.5</u>	<u>4.5</u>
% of Expenses					
Administration/Tourism Dev	43.3%	46.6%	47.3%	30.8%	32.0%
Visitors Center	0%	2.2%	1.6%	2.4%	1.2%
Destination Greater Pksbg	0%	0%	0%	13.6%	14.9%
	<u>43.3%</u>	<u>48.8%</u>	<u>48.9%</u>	<u>46.8%</u>	<u>48.1%</u>

Notes:

1. The amount shown for wages includes payroll taxes and fringe benefits.
2. The increase in total salary expenses in 1992 was from the Bureau's new Destination Greater Parkersburg program which resulted in the hiring of a full-time Director of Group Sales and a half-time secretary who devote 100% of their time to marketing and sales. A portion of their salary costs are being subsidized by revenue generated by this program, and since they spend all their time on marketing and sales, their entire salary is considered a marketing expense.
3. The Visitors Center personnel are seasonal and work from May through October when Blennerhassett Park and the Visitors Center are in operation. Therefore, they are shown as .5 FTE and their salary costs are classified as a marketing expense.
4. With the exception of 1992 and 1993, all amounts are taken from the financial reports prepared by the Bureau's auditors. For those years the amounts are from the operating budget and income statement.

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