

TOWN OF BATH COUNCIL MEETING

September 19, 2023

1. CALL TO ORDER: @ 5:30pm by Mayor.
2. ROLL CALL: Scott Merki (X) Susan Webster (X) Elizabeth Skinner (X) Greg Schene (X) Rebecca MacLeod (X) Mary Lynn Hickey (X) Tom Hall (X) Quorum present.
3. REVIEW OF MINUTES: Minutes of the Regular Meeting of September 5, 2023 were approved by Common Consent with a Water Committee meeting date correction.
4. PERSONS BEFORE COUNCIL: TBS President Stephanie Rebant and Laura Smith attended to present this organization's Annual Financial Report (attached). Discussion was had on points of interest and calculations.
5. COMMUNICATION FROM MAYOR: The Mayor noted that the Morgan County Homeless Coalition "Walk a While in their Shoes" event was held September 23. Councilwoman Hickey further explained the Coalition's purpose and goals. The Chamber of Commerce Food Truck Festival was held on September 8. In spite of inclement weather the event was enjoyed by many.

COMMITTEE AND BOARD REPORTS

1. BATH DEVELOPMENT AUTHORITY: Next meeting is October 4 at 4:30pm at the Courthouse. The group continues work on their website.
2. PARKS & REC: No report at this time. The next meeting is September 20.
3. PLANNING COMMISSION (PC): The next meeting is September 21 and will include the Finance Committee.
4. RAIL/TRAIL (NBRT): The progress report has been submitted to the Town office (attached) and Co-Chair Pete Brown was in attendance with further details.
5. STREETScape: Committee Co-Chair Pete Brown has submitted reports on Streetscape, the Berkeley Springs State Park and the Greenway mausoleum projects to the Town (attached).
6. TRAIN DEPOT: Chairman Webster reported on the Apple Butter parking fund raiser project and November 11 event progress. She is grateful for help offered including that of the Morgan County Historic and Genealogical Society. WV Division of Tourism was in Bath recently and included the Depot in it's photo shoot.
7. LANDMARK COMMISSION (HLC): Next meeting is October 19 at 2pm.
8. CLERK/RECORDER REPORT: Clerk Corrick reminded all of the State Auditor's training to be held on October 4 in Matinsburg (attached). She also advised of a Notice of Building Improvement submitted for 33 N. Washington Street.
9. FINANCE: Chairwoman Webster delivered the following bills for approval:
 - (a) Town of Bath \$22,214.91- Motion to approve: Webster/Schene- Carried
 - (b) BSWW 60,147.21 – Motion to approve: Webster/Skinner- CarriedChairwoman Webster reiterated the intention of the Finance Committee to expand

the requirement of a Facilities Use Application for outside organization's purposes.

10. TREE BOARD: President Kate Lehman explained Board's aim to have their next grant submitted by September 21. She explained their goals and objectives.
11. GRANT: The next meeting is October 11 at 4:30pm. Chairwoman Hickey reported that the Committee is researching the abilities of Region 9 Planning and Development to assist Bath. She hopes to focus on public safety necessities.
12. PUBLIC SAFETY: The next meeting is October 11. A letter has been sent to the WV Division of Highways concerning crosswalks and speed signs in Bath.
13. CEMETERY: The next meeting is September 22. Councilwoman Skinner is in the process of interviewing and obtaining a contractor for quotes on the mausoleum work. She is pleased with the progress made.
14. PUBLIC WORKS: Next meeting is October 3. No report at this time.
15. ORDINANCE: The next meeting is September 20. Chairman Schene is planning a visit in Bath with WV Municipal League Deputy Executive Director Susan Economou in October.
16. BSWW: Next meeting is September 20. No report at this time.
17. PUBLIC COMMENT: Councilman Hall inquired about a business owner's use of the median in front of their establishment. The Mayor explained that this had been addressed and progress was being made. Hall also inquired as to why the parking meters were being sent out for repair. Public Safety Committee members explained this necessity for digital meters.
Councilwoman Hickey reminded all of the Starting Points Annual Empty Bowls fund raiser to be held on September 22 at the American Legion.
18. MOTION TO ADJOURN: Approved by Common Consent.

Attest:

Mayor Scott E. Meek

Recorder [Signature]

July 1, 2022 - June 30, 2023 Financial Summary

Income		
County Hotel/ Motel	83%	\$407,591
Town Hotel/Motel	13%	\$ 63,841
Paw Paw Hotel/Motel		\$ 839
Water Tasting	1%	\$ 7,228
Membership Dues	1%	\$ 3,624
Fireworks	1%	\$ 5,000
Interest		\$ 890
Legislative Visit	1%	\$4,800
Total July 1, 2022-June 30, 2023	100%	\$493,813
Expenses		
Web Advertising	15%	\$54,869
Print Advertising	18%	\$65,558
TV Advertising	8%	\$30,071
Social Media	6%	\$21,662
Radio	.6%	\$2,295
Billboard	.7%	\$3,600
Ad Grants to Members	1%	\$10,405
Payroll	9%	\$32,993
Water Tasting	7%	\$22,420
Brochures	1%	\$ 4,430
Telephone	1%	\$ 3,345
Internet	1%	\$ 2,419
Videos & Design	2%	\$ 8,515
Office	1%	\$ 6,874
WVACVB	1 %	\$ 1,670
Insurance	1%	\$ 1,569
Community Outreach	7%	\$38,090
Rent & Utilities	3%	\$ 3,929
Media Contract	10%	\$37,300
Accounting Expenses	3%	\$ 2,588
Legislative Visit	4%	\$13,556
Total July 1, 2022-June 30, 2023	100%	\$368,158

July 1, 2022 - June 30, 2023 Financial Summary

2023-2024 Budget

	Actual 2022-2023	Budget 2023-2024	Notes
Income			
Bank Interest	890	1,000	
Water Tasting			
Booth Fee	150	150	
Entries	3,593	3,500	
Sponsors/Ads	3,485	5,000	
Total	7,228	8,650	
Renewal Fest		\$0	
UVW	\$75	\$100	
Hey, Girlfriend		\$0	
Total	\$75	\$100	
Membership Dues	3,624	3,700	
County Tax	407,591	444,221	
Town Tax	63,841	64,000	
Town of Paw Paw	839	1,000	
Misc Grants	\$5,000	\$5,000	
Product Sales	\$0	\$0	
Total	\$489,088	\$527,671	

2023-2024 Budget

	Actual 2022-2023	Budget 2023-2024	Notes
Expense			
Advertising			
Brochures-B/W	\$1,626	\$2,500	
Brochures-Color	\$76	\$1,000	
Maps	\$2,728	\$4,000	
Print/w online	\$65,558	\$80,000	
Web	\$54,869	\$80,000	
Television	\$30,071	\$31,000	
Social Media	\$3,823	\$5,000	
Billboards	\$3,600	\$5,000	
Google Ads	\$15,432	\$16,000	
Design	\$0.00	\$0.00	
E mail Blast	\$699	\$800	
Mobile Text	\$1,708	\$1,800	
Press Relations		\$3,000	
Photo Shoot	\$3,890	\$30,000	
Media Contract	\$37,300	\$37,300	
Total	\$221,380	\$297,400	
Water Tasting			
Contract Services	\$7,970	\$9,000	
Event Expenses	\$13,031	\$15,000	
Printing	\$874	\$900	
Postage	\$545	\$600	
Total	\$22,420	\$25,500	
Renewal Fest	\$257	\$300	
UVW	\$1,550	\$1,500	
Hey, Girlfriend	0.00	\$0	
Total	\$1,807	\$1,800	
Sponsorships	\$17,000	\$10,000	
Ad Grant Awards	\$10,405	\$30,000	

2023-2024 Budget

Business Promotions	\$0.00	\$0.00	
Community Projects	\$14,657	\$20,000	
Signage		\$50,000	
Total	\$42,062	\$110,000	

	Actual 2022-2023	Budget 2023-2024	
Expense			
Internet			
DSL Museum	\$600	\$800	
Web Hosting	\$495	\$500	
Telephone/DSL	\$2,745	\$3,000	
Maintenance/Training	\$916	\$1,000	
Domain Names	\$340	\$400	
Server Change	\$668	\$0.00	
New Web Design	\$4,625	\$0.00	
Total	\$10,389	\$5,700	
Office			
Insurance	\$1,222	\$1,300	
Office Rent/Electric	\$3,929	\$6,000	
Office Copier	\$1,465	\$1,500	
Postage & Supplies	\$991	\$800	
Conferences	\$2,489	\$2,500	
Member Benefits	\$993	\$1,000	
Major Purchases	\$12,220	\$15,000	
Cleaning	\$1,320	\$1,500	
Dues	\$1,670	\$2,000	
Professional /Accounting	\$2,588	\$2,600	
Fireworks	\$10,931	\$11,000	
Total	\$39,818	\$45,200	

2023-2024 Budget

	Actual 2022-2023	Budget 2023-2024	
Expense			
Staff			
Salary	\$22,397	\$30,000	
Federal Tax	\$3,628	\$4,000	
Social Security	\$4,694	\$5,200	
State Tax	\$2,309	\$2,800	
Worker's Comp	\$347	\$350	
E & O Insurance			
Total	\$33,375	\$42,350	
Total	\$371,251	\$424,950	
Income	\$489,088	\$527,671	
Expenses	\$371,251	\$527,950	

TRAVEL BERKELEY SPRINGS • ECONOMIC IMPACT OF VISITOR SPENDING IN FY23

SUMMARY:

Travel Berkeley Springs reports that visitor spending in the industry as whole amounted to \$195 million in FY23.

Total hotel/motel tax revenue collected by the town and county in FY23 (7/1/22-6/30/23) amounted to \$942,864 an increase of \$133,448 or 9% from the previous year. The percentage increase is significantly lower than FY22 but that being said the 9% increase is true growth. Both Cacapon Resort State Park's increase in rooms and rates plus the new marketplace law have been in effect for the whole fiscal year and are now the norm.

The county total in FY22 was \$815,182 (\$680,542 FY22) and the town total was \$127,682 (\$128,874 FY 22).

Half of the tax receipts were used to promote tourism through Travel Berkeley Springs, while the other half, or \$471,432 was allocated to various community groups by the Morgan County commissioners and the Bath town council.

Analysis of the direct impact of tourism is based on the 6% tax for all FY23 as well as WV Tourism calculations for visitor spending.

It is useful to repeatedly point out to local governments both the tremendous value of the tax distribution as an economic development tool (promoting tourism) as well as community development through the services provided by various groups. And, that all this benefit comes at NO TAX COST to residents. It should also be obvious that the overall benefit of a \$152.6 million boost to the local economy, and the property taxes paid by the tourism industry and jobs provided, is worth the minimal effort expended by the governmental entities in administering the tax. Those very real monetary contributions are not included in this impact statement.

The tax revenue total of \$942,864 translates into \$15 million in lodging revenue alone. With an average room cost of \$160 a night, the tax represents payments for 94,000 room nights, or approximately 198,000 overnight visitors since room units are usually occupied by a minimum of two persons.

Morgan County has approximately 5,000 vacation-home owners (about 2500 second home units.) There still seems to be a desire to escape cities which encourages weekenders to come more often. Assuming each of the weekender's journey here just four times a year, and are accompanied by their families and friends, the number of vacation-days amounts to 66,000 a year.

TBS estimates that some 400,000 people come to Morgan County for a single-day visit. This number is extrapolated from downtown businesses, meals served by

restaurants, a number reported by Cacapon State Park, which includes golfers, picnickers, hikers and local folks. Plus, WV Tourism studies calculate 75% of visitors to the state are day trippers. We estimate a lesser percent -- 65% -- in Morgan County since we do not have gaming businesses which are a major contributor to daytrips.

There is no precise way of knowing what each of the more than 598,000 visitors spend each day. WV Tourism studies have estimated \$450/visitor statewide which seems modest for Morgan County since WV figures for FY22 showed that the three counties of the Eastern Panhandle accounted for nearly 25% of all statewide visitor spending. Using state figures, overnight visitors result in a total expenditure of \$75 million. For weekenders and guests with their own lodging and the estimated 400,000-day trippers, TBS estimates a modest \$300 is spent on items including food, shopping, spa services, golf fees, gas, and other sundries on their visits to Morgan County for a total of \$120 million.

This brings to \$195 million the total amount pumped into Morgan County's economy by its visitors – an amount that shows an impressive increase considering the ongoing concerns about the virus and the increase in gas prices. This substantial amount makes visitor spending Morgan County's largest generator of revenues.

In economic analysis, a multiplier number is often used to determine the impact a particular sector has on the overall economy of a place. In this analysis, it represents the impact of taxes and salaries both directly within the industry plus the impact of those organizations and activities funded by the hotel tax. The standard is a multiplier of 7; we have chosen to use a more conservative multiplier of 5. Using this process, the total impact tourism has on the economy of Morgan County is \$975 million.

Prepared by Laura S. Smith – September 2023

NOTE: The process of calculation used in this memo has been the same used by Travel Berkeley Springs for more than a decade. The resulting figure of direct tourism spending over those years has always matched the revenue number calculated by WV Tourism using other methods. Dean Runyan Associates is now doing the state visitor research. The state figures show remarkable growth but some of that can be attributed to the new national park that opened this year. The state will not have county break downs until October.

**Status of Streetscape, State Park and NBRT Projects for Town Council
Tuesday - September 19, 2023**

STREETSCAPE

Phase V: Design & Budget:

- Thrasher Design & Cost updates to the 90% level should be available this week. I've asked Jeff Gola to send me a preliminary, near-final version by Wednesday to be reviewed in the Streetscape Committee Meeting Thursday.
- DOH Programs (Tim Sedosky & Kyle Olivar) are preparing a revised Funding Agreement that will replace the earlier version sent to the Town in late June. That earlier version did not include the funds that remain in the Design Grant that were slated to roll over into the Construction Phase. We expect the total Construction Phase Agreement to be: TA Grants: \$427,997; Town Cash Match: \$106,999.25; Total: \$534,996.25. This includes the DOH 13% for reserves and construction management. Once received from DOH, we expect the Town to sign following resolution of the 90% review of drawings and cost estimate.
- No date yet for the first Thrasher invoice (\$15,000 for the 30% Design) but likely in Sep or Oct. Town will pay Invoice and DOH will reimburse the payment at 100%. There are three invoices (\$55,000 total) to be paid for Phase V design work.

Berkeley Springs State Park Grant & Project

- DOH awarded Construction Contract on Aug 3rd to the low bidder: W.F Delauter & Son, Inc; for \$578,717
- Initial Contract completion date was Sep 8, 2023, but that has been revised to Nov 9th
- Pre-Construction conference call was held Friday Sep 15th and an on-site pre-construction session is set for Thursday Sep 21st.
- The contractor and DOH District 5 were notified of the Apple Butter Festival dates and the contractor was asked to adjust their work schedules to avoid the October 6-8 timeframe and to ensure that the Park will be safe and accessible then. The Chamber has also been notified and will likely be at the Thursday session.
- Items requiring Park approval are being reviewed: Sidewalk coloring and stamping (pattern). A sample of the wall repairs (mortar, color etc) will be done as part of the initial repairs in one area; the proposed bridge does not comply with the drawing requirements. DOH D-5 and Thrasher have been advised. Awaiting contractor response.

Repairs to the Cemetery Mausoleum

- Three RFQ responses were received by the Sep 15th deadline. The Evaluation Team is reviewing and scoring these now. Recommendation from this evaluation will be provided to the Cemetery Committee.
- The RFQ contains repairs to; Upper concrete vault top area, new left and right corner pillars, repairs to the existing matrix on the façade, cleaning of some/all marble doors, sealing of all marble doors. These repairs also consist of concrete staining and sealing. The previously existing upper façade blocks will not be replaced.

NBRT

- The official Letting date is still December 12, 2023.
- The solicitation has a construction completion date of March 28, 2025. This includes both the Design Phase and the Construction Phase. So far there are no Questions for WDOH showing in Bidx.
- After solicitation and evaluation for construction of the Parcel 1B Storm Water Management System, Pentoney Brothers Contracting LLC has been elected as the most responsive contractor with assistance by Downstream Strategies LLC. Contracts are being prepared for Council approval. A pre-construction meeting is required with the funder and WVDEP before we can issue a notice to proceed.

Photo: The Depot Lot - no Trailers in old WESTVACO Lot



Pete Brown
571-213-3687

TOWN OF BATH

EXPENDITURES AND ENCUMBRANCES

BATCH DATE	Chart of account	YEAR:		AMOUNT	DESCRIPTION	Budget Balance
		2023	2024			
1 700 223 00	Bryan Barb			\$ 1,821.43	Work on Police Cruisers	\$ 1,905.00
	FBMC			\$ 152.32	Employee Dental/Vision - OCT	Employee Paid
1 700 223 00	Mike The Computer Guy			\$ 95.00	BSPD Printer issues	\$ 11,904.00
	PEIA			\$ 6,417.54	Employee Health Insurance - SEPT	Various
1 750 106 00	Rodney Steiner			\$ 100.00	DOT Physical for CDL	\$ 7,579.00
1 700 459 00	Take a Powder			\$ 455.40	Parking Meter Head Repairs	\$ 4,431.00
	US Bank			\$ 462.27	Carper - August	Various
	US Bank			\$ 210.46	BSPD - August	Various
	US Bank			\$ 22.65	Corrick - August	Various
	US Bank			\$ 2,468.66	Steiner - August	Various
	US Bank			\$ 8,309.71	TOB Master - August	Various
	US Bank			\$ 1,699.47	BSPD Master - August	Various
				Totals:	\$22,214.91	

9/19/2023

ACCT #	VENDOR	AMOUNT	DESCRIPTION	
2886	US BANK	\$251.00	RICHARD MAYHEW	400-650-800
7013	US BANK	\$240.15	BRADLEY DUCKWALL	400-650-800
1134	US BANK	\$469.25	RON JAININEY	400-650-800
9667	US BANK	\$2,199.55	MASTER ACCT	400-650-800
4157	US BANK	\$2,500.00	JASON POWELL	400-650-800
	TOB	\$27,581.00	RENT/ADMIN	400-603/641-800
	RESERVE FOR DEBT	\$13,750.00		400-125-300
	REPAIR & REPLACE	\$1,500.00		400-125-200
	DEPRECIATION ACCT	\$287.88		400-125-100
	TOB	\$37.20	BENEFITS	400-675-600
	MISS UTILITY	\$3,063.50	MESSAGES	400-675-600
	WV CORP	\$100.00	INS QUARTERLY INSTALL	
WAT23-3697	WVDHHR	\$287.88	TESTING	400-635-800
	TOB	\$3,540.00	BENEFITS	
T477437	CORE&MAIN	\$130.00	METERS	400-675-600
74958	MIKE THE COMP GUY	\$3,654.00	RON'S PC	400-675-200
19316	INSTRULOGIC	\$555.80	SERVICE CALL	
2330466508	PACE	\$60,147.21	SAMPLES	400-635-800