

**Greene County Convention and Visitors Bureau
Executive Board Virtual Meeting
Wednesday, February 9, 2022**

The meeting was called to order at 9:00 a.m.

In attendance

Connie Smith, Eric Henry, John Cox, Chris McClure, Angela Rayner, Jess Noes, Jodi Martin, Susan White, Ryan Aubin, and Donna Saraga

Absent

Approval of Minutes

A motion to approve the October board meeting minutes was made by Donna and seconded by Susan.

Financial Review

The Board received copies of October, November, December, and January via email. A motion to approve was made by Susan and seconded by Connie. The motion was passed.

Board Business

Welcome to New CVB Board Members

- o Connie Smith from the Holiday Inn
- o Jessica Noes from Clifton Mill
- o Angela Rayner from Young's Dairy
- o Ryan Aubin from Mills Park Hotel

Lodging Revenue

- o Third quarter ended at 58.41% over third quarter of 2020.
- o For 4th quarter, so far, is up 58.75% over 2020.

Advertising & Visitors Guide

- o Larry has been busy working on a new look for the CVB visitors' guide.
- o With the price of postage going up we decided to scale down, reducing the pages from 52 to 40. This will save 15% on Postage
- o Two full page ads were placed in Compass Ohio Magazine for this quarter.
- o An ad was in the Holiday issue promoting the Legendary Light Display at Clifton Mill, which came out in early November.
- o Larry also designed this year's CVB Hamvention lapel pin.

Staff Updates

Trans Am Nationals 2022

- o Registration is now open.
- o This event takes place at the Holiday Inn Fairborn the weekend of August 26-28.

- It is an annual event bringing in nearly 500 Trans Am's and spectators from all over the US.
- With the assistance of Eric Henry and Commissioner Rick Perales, Kathleen were able to appeal to WSU and the Nutter Center to use parking space at the Nutter Center to accommodate truck and trailer parking for the event.
- This year, after meeting with Daniel Parker of WSU and Susan Edwards, President of WSU while in DC for the Dayton Development Coalition Fly In, and after a few phone calls with the Nutter Center, the group will embark on utilizing the same layout. All plans are moving forward with all upper lots available for the Trans Am event use.
- Lisa, Jessica, and I are also continuing to work with Leanne Rubosky, the GM of the Mall at Fairfield Commons to coordinate a Friday evening activity for the Trans Am National attendees to keep them in Greene County on the Friday evening of their arrival. Historically, they travel to Miamisburg that Friday evening for a loosely organized event. The event has shown interest in pursuing details to keep it here.

Hamvention 2022

- Lisa and I have introduced Jessica Schwartzkopf at the Hamvention all committee meetings as she will be attending now. Kathleen wanted everyone to get to know her and for Jess to learn as much as possible about this group before Lisa's retirement the end of June of this year.
- The event is scheduled for May 20-22 and will take place at the Greene County Fairgrounds.
- Kathleen learned that the group will be able to use the Xenia Towne Square again this year for parking and shuttle as construction will not begin there until after the event. The merchants of Xenia are also happy with this news as it gets the attendees into town for shopping.

Sports Events and Updates

- The Air Force Marathon is on target to return this year – scheduled for Saturday, September 17th at 7:30 a.m. Registration is already open and picking up
- The marathon will begin again at the Air Force Museum, continue into Fairborn and through the Fly Zone down Main St.
- The Health & Fitness Expo will take place at the Nutter Center on September 15 and 16 with participants picking up their race bibs and vendors displaying their merchandise.
- Winter Guard International is also scheduled to move forward this year.
- The Color Guard Championships: April 7-9, Percussion Championships, April 21-23 and the Winds Championships are April 23-24.

Social Media

- Kevin also has continued development of our social media and has done a fantastic job! Using messaging to promote our area to outside tourists as well as serving our community with relevant information and news that cultivates an attractive community.
- We really have witnessed a steady growth in both our reach and our engagement.
- Allen has continued to work with Tourism Ohio throughout the Fall.
- Tourism Ohio included Clifton Mill into their Holiday Lights Trail. This trail was supported by an ad campaign 100% funded by Tourism Ohio. They sent a film crew to the Mill and gathered some fantastic HD video drone footage of the lights, and we were able to obtain that footage for our future use.
- In 2021, part of our co-op package with Tourism Ohio included paid Facebook and Instagram advertising around our storytelling and photography assets.

- For those two campaigns, we received 1,744,518 impressions and 19,481 clicks, for a click through rate of 1.10%, beating the industry benchmark of 0.90%. Our cost per click was \$0.62, just a hair below the industry average of \$0.63.
- In October, the SEM campaign budget was \$2,000. \$1,000 from the CVB and \$1,000 from Tourism Ohio.
- The click through rate of 6.04% exceeded industry benchmark targets (4.68%) and our cost per click of \$0.90 was once again below industry average of \$1.53.
- Due to an oversight by Marcus Thomas Allen was able to turn this into an opportunity for Greene County. He created an entirely new "Holidays in Greene County" campaign, including website landing page with narrative, photography, and holiday events.
- The SEM 2022 budget was \$22,000. \$11,000 from the CVB and \$11,000 from Tourism Ohio.
- The click through rate of 7.06% exceeded industry benchmark targets of 4.68%-by 50% and our cost per click of \$1.02 was 33% below the industry average of \$1.53.
- The 2021 co-op program, we spent \$27,225 and Tourism Ohio contributed \$40,725. Each month, the campaign met or exceeded industry benchmarks for the click through rate and cost per click.
- Factor in that Tourism Ohio paid 60% of the cost and this program was extremely successful by any measure.
- In 2021, our website statistics significantly outperformed our 2020 numbers. We saw an increase of 122% in both users and sessions, 125% increase in new users, and a 94% increase in pageviews.
- Taking a closer look into our users, 96% of our users are in the US but coming in second is Japan.
- The top out of market cities were Columbus, Cincinnati, Chicago, Cleveland, Ann Arbor, Philadelphia, Detroit, Ashburn, VA and Indianapolis. What is really interesting here is that Philadelphia and Ashburn VA (DC area) are both outside of our digital advertising radius.
- For the 2022 Tourism Ohio Co-op, we elected to continue the SEM program and add in a videography package that will result in the production of six 30 second videos (Spring Outdoors, Local Shopping, Family Fun, Fall Outdoors, Halloween, Holidays in GC). The state matches Greene County's investment dollar for dollar. We have committed to spending \$19,200 through the co-op but will receive \$38,400 in value. The co-op program continues to bring great value and success to our digital marketing program.

New Business

Angela Ryner

- Youngs - foot traffic down in November and December.
- Sales are up in January 54%.
- They are building up the calendar this year and going back to pre-Covid numbers. Car shows, etc. still on.
- Having struggles getting and retaining employees and chasing down product.
- Supplies are high.

Eric Henry

- Expanding broadband in Greene County – 1.6m contract was signed by the Commissioners.
- Development has an allotment of money from the state, it is being used to abolish buildings around the county.
- The Evie Building picking up good momentum.
- Carnegie Building is moving forward.

Susan White

- Still having struggles to get employees.
- Guest rooms picking up.
- Looking forward to WGI.

Jessica Noes

- Clifton Mill – Open for breakfast, lunch & dinner.
- They now have their liquor license.
- Doing bourbon tastings, Sip and Paints.

Connie Smith

- Doing better than last year – exceeded last year's numbers, which is a great improvement!
- Banquets are coming back.
- Meet the Mayor is tomorrow night.
- Homewood Update: They hope to be open by Trans Am event in August. The Lodge is up – putting up the walls. Building 4 will be the last to be completed.

John Cox

- Nutter – coming to the end of basketball season. Miami Valley kids wrestling right after 1st WGI events. Then WSU in the Horizon Leagues. Logo event in March – no charge. Trolls Stage Show – cartoon show – March 8th and 9th. The WGI continues.

Donna Saraga

- The Annual Dinner is 2/26 – theme is Roaring into the 20's. They will go all out again this year. They will have a 1929 Packard car parked in the middle of the room.
- Golf outing on May 18th.
- Xenia Towne Square will be very exciting and beautiful.
- Nova Print working on the Xenia Community guide. Ads still available.
- March 10 business after hours at the Chamber office along with Alan Liming's retirement.
- Vintage Mkt Days April 22-24 at GC Fairgrounds.

Chris (standing in for Wendy)

- Please keep Wendy's son in your prayers after tragic accident.
- Tomorrow night, Young Professionals group – partnering with Springfield. 20+ registered from Beavercreek. Working on Educational Webinars.
- April 8 will be Bourbon & Blues at Fairfield Mall.
- This year they are promoting businesses. Will have seminars and events.
- After hours at Harbor Chase on Indian Ripple, Feb. 17th, 4:30 – 6.

Ryan Aubin

- Yellow Springs Chamber – Still doesn't have a Director until Q1 of 2023 due to lack of funds.
- No Springtime Street Fair. Hoping to still have one in the Fall.
- The Mills Park Hotel did fantastic in 2021!
- Ryan and his husband are buying the hotel. Closing will be the end of March.
- Katie Hammond will stay on.
- Events are up. Rooms sold out every weekend through October.

Fairborn Chamber (Leona)

- Hosting their Annual Banquet at HIF.
- World Affair moving away from Convention Center in Dayton. Fairborn trying to get it in downtown outside.
- American Legion being demolished this month.
- Chamber working with the H.S. ROTC to have a cadet of the month.

Jodi Martin

- In the process of taking over a craft show to put it back in the Bellbrook school in November.
- Next chamber meeting 9:00 at Sugarcreek Twp bldg.
- Will now have a training component by Tru North. They will present at each meeting.
- Sugar Maple Fest weekend of April 22-24.
- Started a scholarship sponsorship.
- Jumpfest – April 29 & 30. Jodi's grandfather's 101st birthday. Parking at Caesar Ford Park and bussing. Looking for sponsors for the event. Need corporate sponsors. Friday night – Karen Waldrop, singer will be there, wrote a song for her grandfather.

Motion to adjourn made by Jessica and seconded by Donna. The meeting adjourned at 10:30am.