

**Greene County Convention and Visitors Bureau
Executive Board Virtual Meeting**

Wednesday, April 13, 2022

The meeting was called to order at 9:03 a.m.

In attendance

Connie Smith, Eric Henry, John Cox, Wendy Rodgers, Angela Rayner, Susan White, Ryan Aubin, and Nikki Welsh for Donna Saraga

Absent Jess Noes and Jodi Martin

Approval of Minutes

A motion to approve the February board meeting minutes was made by Susan and seconded by Connie.

Financial Review

The Board received copies of February and March via email. A motion to approve was made by Connie and seconded by Susan. The motion was passed.

Board Business

Lodging Revenue

- Fourth quarter ended at 59.77%
- It is too early in the first quarter to provide a total.

Advertising & Visitors Guide

- Larry has been busy working on the CVB visitors' guide and provided a proof for the meeting.
- The CVB worked with Department of Development to help design and put together the annual achiever award articles and financial graphs for the program for the Annual Report to the Community. Larry and Jessica did some amazing work with Eric's team to make sure things came together for that project.
- Larry also worked with the Human Resources Department to create a flyer and poster to be used at various recruiting events.
- Larry created a full-page ad for the Spring issue in Compass Ohio magazine which also gives a banner ad on their home page website.
- Welcome signs were provided to the hotels for the Jr. ROTC group.
- The CVB has been busy with signs and name badges for several military reunions and welcome signs for WGI.

Staff Updates

Trans Am Nationals 2022

- This is an extremely large annual event that takes place at the Holiday Inn Fairborn the weekend of August 26-28 bringing in nearly 500 Trans Am's and spectators from all over the US.

- Lisa, Jess, and Kathleen are continuing to work with Leanne and Alisha from the Mall at Fairfield Commons to coordinate a Friday evening activity for the Trans Am National attendees to keep them in Greene County.
- Historically, the Trans Am group would travel to Miamisburg that Friday evening for a loosely organized event.
- Lisa and Leanne made a presentation at the last Meet the Mayor event to let the business owners there know about the event and the sponsorship opportunities.

Hamvention 2022

- Hamvention is moving ahead and looking good. International travel will be light this year as expected, but registration is otherwise up.
- It will be a full event at the Fairgrounds using all the buildings as usual on May 20-22 and we will be asking for volunteers again to assist in our CVB tent.
- If anyone is interested in volunteering at the event over that weekend, please just get with Jessica and she can get your name on the list. We will have credentials for our volunteers to get in the gates.

Sports Events and Updates

- The Wooden Center Family Fieldhouse is finally in the works. Kevin and Kathleen accompanied Eric and Steve Brodsky from Xenia on a site visit to AIA last month.
 - They learned about the development of the new facility; it is going to put Greene County in competition for sports tournaments in the future.
 - It will host indoor basketball events, volleyball, and have an attached artificial turf bubble for soccer and other winter all-seasons training.
 - The entire project is expected to cost around \$25m and break ground very soon this year.
- Kevin met with the president of Site Search, the third-party planner that sports event planners work with to stay in their properties.
 - He is working to explore ways that we can enhance our relationship with them.
 - Some of the topics that were discussed included rebates on hotels, enhancing the exchange of information, increasing hotel participation, and listing our hotels in regional events outside of Greene County.
 - Kevin did find out that the rebate and commission in Greene County is the lowest of surrounding counties and there is not as much push back from other counties, including Montgomery (Dayton).
 - He also found out that people are willing to travel further from the venue to get a lower rate now than before. He is going to meet with Site Search in person along with some of the other Sports Sales Managers from other counties when he attends the Sports ETA Symposium in early May.
- WGI – Winter Guard International welcome signs have been delivered to all the participating hotels. The Color Guard Championships were on April 7-9. Percussion is coming up April 21-23 and Winds Championships will conclude on April 23-24.

Social Media

- Kevin continues to promote the county on social media to outside tourists as well as serving the community with relevant information and news that cultivates an attractive community. This has created a steady growth in both outreach and engagement.

- Allen is well versed on the safety side of things and keeps an eye on network security. He is always monitoring email security protocols to defend against increases in phishing attempts.
- The county was on high alert as well since there were increased threats on government entities originating out of Russia.
- Allen worked with GC Parks and Trails to get them on the CVB website Partner Portal, this will allow them to control their own events on our website.
 - He also worked with the Nutter Center to help them use our tools as well to promote their events.
 - He did the same with Devil Wind Brewing so now they also can manage their account listing and event information. It gives them the accountability to make sure that everything is correct and even allows them to upload photos.
- In February, the SEM campaign budget was \$2,000 with \$1,000 from the CVB and \$1,000 from Tourism Ohio.
 - The click through rate of 5.87% exceeded industry benchmark target of 4.68% and the cost per click of \$0.96 was once again blow industry average of \$1.53.
- In March, the SEM campaign budget was the same.
 - The click through rate was 6.01% exceeding industry benchmark targets of 4.68% and the cost per click was \$0.77 which was half of the industry average of \$1.53.
- The CVB is working on the Ohio Tourism video project, Allen spoke with BLUE Skies HD regarding that project. The first shoot day will be sometime between the end of April and the end of May, focusing on "Outdoor Adventure in Springtime."
- Lastly, one of the photograph selections from the 2021 Tourism Ohio Co-Op program was selected for placement on ohio.org. The photo is of two couples riding bicycles under the Eastman Covered Bridge in Yellow Springs. This is a highly visible placement highlighting Tourism Ohio's Spring campaign and will be seen by many potential visitors.

New Business

Angela Ryner

- Spring break was busy. Have had a huge increase in patrons.
- Easter egg hunt this Saturday. Still having staffing issues.
- May – Huge picnics coming in.
- Event center picking up. Open House May 14.

Eric Henry

- May 6th is the Annual Report to the Community at HIF. Cut off for RSVP is next Friday.
- ARPA funding w/Commission office was made official this week – it is a non-profit program with a robust amount of money.

Susan White

- The Hope has a new chef and catering manager.
- They have upgraded their marketplace.
- Staying busy with both the hotel and banquets.
- WGI came and went. ROTC was great!
- Hamvention groups are coming up. International travel is also picking up.

Connie Smith

- March was amazing! March exceeded the budget by \$40k.
- Had two teams from NCAA – worked long hours that weekend.
- Hosted the Fairborn Chamber annual banquet – went very well.
- Homewood looking good – it's a waiting game – mostly for supplies.

John Cox

- WGI going well with two more weekends to go.
- April 23rd Time Warp Prom coming up.
- AFIT will be the 26th and 27th in the Berry Room.
- The 29th and 30th will be WSU graduation with the WSU School of Medication following.
- Second week of May is Casting Crowns group. KISS is that Thursday.

Nikki Welsh for Donna Saraga

- Next Thursday is Women in Business to be held at the GC Fairgrounds with a special speaker – Tonya from Market Days.
- May 8th will be the Xenia Chamber Golf Outing.

Wendy Rodgers

- Bourbon & Blues was fabulous – sold out! Food vendors, band, bourbon – all was great! Funds raised were also great!
- April 14th, Beaver Creek only Young Professionals 4:30-6:30 at Beaver Vu Bowl.
- April 19th event @ Chamber Bldg.
- April 21st Business Links.
- Legislative Breakfast @ Career Center – June 3, this year will be charging \$10.

Ryan Aubin

- Does not officially own the property yet – should by May.
- Sold out every weekend through the end of the year!
- Set 2023 rates – 20% higher.
- Mother's Day Brunch – sold out.
- Community picnic in May.
- Y.S. Chamber applied for a grant. Director should be appointed by June.

Fairborn Chamber (Leona)

- Fairborn getting a volleyball arena across from Wright Nursing.
- Working on Marathon... Fly Zone.
- Easter Egg Hunt coming up.

Jodi Martin (sent report in her absence)

- Sugar Maple Fest, April 22-23. Parade is 10:30 on Saturday, the 23rd.
- Jump Fest, April 29.
- Starting May, every Friday in Bellbrock Park, downtown live music.

Motion to adjourn made by Susan and seconded by Ryan. The meeting adjourned at 9:51am.