

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

Wednesday, June 8, 2022

The meeting was called to order at 9:02 a.m.

In attendance

Eric Henry, Wendy Rodgers, Angela Rayner, Susan White, Donna Saraga, Dan Kirkpatrick, Vicki Abel, and Jess Noes

Absent Jodi Martin, Connie Smith, John Cox, and Ryan Aubin

Approval of Minutes

A motion to approve the April board meeting minutes was made by Susan and seconded by Angela.

Financial Review

The Board received copies of April and May via email. A motion to approve was made by Susan and seconded by Donna. The motion was passed.

Board Business

Lodging Revenue

- First Quarter is up 17.82%.
- It is too early in the second quarter to provide a total.

Advertising & Visitors Guide

- Larry has completed our new visitors guides and they have been printed.
- He has also been busy making signs for Hamvention, military reunions, and WGI.
- A full-page ad has been created in Compass Ohio magazine.

CVB Staff Changes:

- Lisa officially retires on July 1st. Jessica will take over her position as sales manager.
- Shelby is currently our part-time admin, and she will be moving into the office manager position.
- There will be a new admin to fill Shelby's position.

Staff Updates

Trans Am Nationals 2022

- This large annual event 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.
- Jess and Kathleen are continuing to work very closely with the Trans Am Nationals group regarding the parking lot event that will be held at the Mall at Fairfield Commons in August.

- Larry has been working with the group as well to design a t-shirt for the 25th Anniversary Tipp City Cruise In, as well as other support material.

Hamvention 2022

- This year's Hamvention was a huge success! The estimated total attendance for this year was 31,367.
- 2019 brought in 32,472. A difference of about 1100 people.
- Out of Country travel was down this year compared to 2019 due to lack of international travel.
- The only negative comments received was about the two hotels in Xenia. All the other hotels received raving reviews.

Sports Events and Updates

- Kevin attended the Sports ETA Symposium in Fort Worth, Texas in April. He met with some great event owners who could potentially bring their events to Greene County.
- Kevin is also working with the Beaver Creek Soccer Association on a long-term development of our local soccer clubs.
 - This is necessary for developing facilities to remain competitive with neighboring communities.
 - He attended a planning meeting last month with community stakeholders in Xenia to explore the next steps of that development.
- In addition, he is working with Team Ohio Sports Association on their marketing committee with plenty of different options for marketing our destination in collaboration with the rest of the state.

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 working on a video project with Blue Skies HD – evaluating talent and working with partners to obtain the proper property releases and related permissions.
- In April, the SEM campaign budget was \$2,000 with \$1,000 from the CVB and \$1,000 from Tourism Ohio.
 - The click through rate was 6.78% which exceeded industry benchmark targets of 4.68% and the cost per click was \$.72 which was once again below industry average of \$1.53.
- In May, the SEM campaign budget was the same.
 - The click through rate was 7.41% and cost per click was \$.67 which was significantly below the industry average of \$1.53.

New Business

Eric Henry

- The Annual Report to the Community was very successful.
- June 30th is the cut off to apply for Non-Profit grants.
- ARPA funds

- Working with the chambers on a shop local campaign.

Angela Rayner

- April and May were very good.
- The Easter egg hunt had over 1,000 attendees.
- Family fun event with unlimited wrist bands.
- Celebrating 14 years of making cheese with tours.
- August should be more low-key with a jeep show the first Saturday in August.

Susan White

- The Hope has a new banquet and catering manager.
- Picking up after a rough first quarter.
- Government travel is down.
- Packy's is now open for breakfast, lunch, and dinner.

Jessica Noes

- New stained-glass class, called Sip & Stain.
- June 26th there will be a Cruise in with bourbon tasting.
- Lots of fun events coming in.

Donna Saraga

- The Xenia chamber golf outing was successful.
- Women in Business will be held in Bellbrook for June, Fairborn for July, and at the Beaver creek Mall at Fairfield Commons in August with a fashion show.
- The remaining Women in Business will be held at the GC Parks & Trails Building.
- Safety Council to start in person meetings again in July.

Wendy Rodgers

- The Legislative Breakfast had almost 100 people in attendance.
- June 9th, Young Professionals Event.
- June 16th, next Beaver creek Links 4:30- 6:00 @ Tru.
- September 23rd, Golf Outing
- Starting a new business development grant to give back to members.

Dan Kirkpatrick

- August 12th, Golf Outing.
- Marathon Expo @ Nutter, September 15th & 16th
- 3rd of July Block Party, followed by 4th of July festivities.

Motion to adjourn made by Susan and seconded by Angela. The meeting adjourned at 9:44 am.