

**Greene County Convention and Visitors Bureau
Executive Board Meeting
Wednesday, August 8, 2022**

The meeting was called to order at 9:10 a.m.

In attendance

Wendy Rodgers, Angela Rayner, Jennifer Taylor, Donna Saraga, Dan Kirkpatrick, Vicki Abel, Ryan Aubin, Diana Cordle, and Jodi Martin

Absent Jess Noes, Eric Henry, and John Cox

Approval of Minutes

A motion to approve the June board meeting minutes was made by Angela and seconded by Donna.

Financial Review

The Board received copies of June and July. A motion to approve was made by Susan and seconded by Donna. The motion was passed.

Board Business

Lodging Revenue

- o Second Quarter is up 21.19%.
- o It is too early in the third quarter to provide a total.

Advertising & Visitors Guide

- o Larry created signs for two military reunions and the Ohio Gold Wing Buckeye rally in June.
- o He also created welcome signs and name badges for the Midwest Native Plant Conference, the 1965-66 Chevy Club International Meet, and the Mini Meet East- Mini Copper Organization.
- o Larry worked on material for the bid packet presentation for the WGI Annual Meeting.
- o Larry also printed signs for Mills Park Hotel and a banner for the Holiday Inn for special events.
- o A full-page ad has been created in Compass Ohio magazine. The ad also came with a sponsor banner ad on the homepage of their website.

Staff Updates

Trans Am Nationals 2022

- o We continue to work very closely with the Trans Am National group regarding the parking lot event that will be held on Friday August 26th at the Mall at Fairfield Commons.
- o The event will be open to the community, it will have a beer garden, food trucks, a band and lots of Trans Ams from 5:30-9 pm.

Sports Events and Updates

- Kevin traveled to Las Vegas along with the Dayton Montgomery County CVB to make a presentation to the WGI board of trustees.
- This year's presentation was to keep them coming back to the Dayton region through 2031.
- WGI is one of our area's largest events – bringing in millions of dollars over three weekends.
- Kevin also attended the Destinations International Annual Conference in Toronto. This is the best conference there is for destination marketing organizations.
- He came back with great ideas that we hope to implement.
- He also made a connection with Doug Hart regarding the CORA Bike and Trail Expo, and developments in Greene County. He plans to attend the expo in the Miami Valley early 2023.
- Kevin has continued to post on social media throughout the summer. He has done a fantastic job, keeping folks up to date on events coming up and things happening within the county.
- He is also continuing to work with the Team Ohio Sports Association on their marketing committee on different options for marketing our destination in collaboration with the rest of the state.

Social Media

- Allen has been busy taking care of all security protocols as well as getting staff set up in their new workstations.
- Allen has also been working with SimpleView to get a blog setup on our website. The blog will give a dedicated space to promote the work that the CVB and partners do to welcome visitors into the community.
- There will be regular postings about groups we are hosting, community events we support, and updates from our partners
- The SEM campaign that we coop with Tourism Ohio continues to exceed expectations.
 - In May, our click through rate of 7.51 % exceeded industry benchmark targets of 4.68% and our cost per click \$0.65 was significantly below the industry average of \$1.53. These are both record numbers for our campaign.
 - We exceeded our expectations again in June and then in July and set another new record.
 - Our SEM campaign continues to outperform industry benchmarks and is an incredible value, with Tourism Ohio covering half the costs.
 - Year to date, the search ads we've run have reached more than a quarter-million users and brought 18,000 new visitors to our website.

New Business

- Kathleen attended the National Aviation Heritage Area annual meeting and reported that it was successful. There were a few dates that she wanted to share with the group.
- 2023 is the 100th anniversary of the National Museum of the Air Force.
- September 24th is the dinner of the National Aviation Hall of Fame at the NMAF.
- October 5th is the 30th Anniversary of National Parks.
- WACO Museum will have their Annual Fly-In on September 16-18 at WACO in Troy.
- This Saturday the 13th, the Wright Brothers Airport in Springboro is having a Flight Pattern around the old airport with the White Bird.
- The Wright Image Group has officially moved the location of the airplane memorial from the I-70/175 location to the Factory site near downtown Dayton.

- There has been a Federal Land Access application to extend Kaufman Rd. to Huffman Flying Field.
- NAHA would like for the CVB's and other partners to participate in the Osh Kosh Air Show to promote tourism to the Dayton Region. Ohio Tourism has collaborated with the Dayton CVB on a short tourism film to help promote.

Round Table

Angela Rayner

- Jeep show had a great turnout- 597 people.
- The corn maze opened.
- Labor Day will be a fun value weekend.
- Bike tour- September 10th.
- Wool Gathering following weekend.
- Pick your own pumpkins.
- Outside and inside picnics have been booked.

Jennifer Taylor

- Been very busy doing banquets, room side, etc.
- Staffing issues.
- Lots of retirement ceremonies and military reunions.
- Packy's is only open for breakfast and dinner.

Donna Saraga

- Women in Business is still going strong. It will be held at the Fairfield Commons Mall next month with a fashion show.
- Xenia Towne Square development is moving along.
- Ribbon Cutting in Oldtown at the Great Council State Park.
- Safety Council has started back up.
- Oktoberfest- October 8th.
- Professional Outreach- hiring outside the box.

Wendy Rodgers

- Coffee with Champions every week, 8-9 a.m. for personal and professional growth.
- Tomorrow is Young Professionals at Southern Ohio Brewery.
- Business Links at Pearl's Finn on the 18th, the following links will be held at Siebenthalers on September 15th.
- Popcorn Festival- September 10th & 11th.
- Chamber Golf Scramble- September 23rd.
- Upgrading technology in office.

Dan Kirkpatrick

- Golf Outing, Friday at Twin Base.
- Sweet Corn Festival- August 20th & 21st.
- Air Force Marathon- September 17th.
- Air Force Marathon Expo- September 15th & 16th at the Nutter Center.
- The Annual car show in downtown Fairborn- September 18th.
- The Halloween Festival- October 14th & 16th.

Diana Cordle

- Hosting Trans Am Group at the end of this month- over four hundred entries.
 - Hotel is sold out
 - Nutter Center has come through again this year with parking.
- Homewood is still not open.
- Hired a new chef who is amazing. He has recreated their dinner menu.
- Happy hour is from 5-6 pm with 3 half price appetizers and drink specials.
- Quiet in August.
- October will be busy with military reunions.

Ryan Aubin

- Sold out every weekend through June of next year.
- Charging 20-25% more next year.
- Holiday Bazar on small business Saturday.
- December 12th- Santa Arrives.
- Thanksgiving Dinner is back.
- New Year's Eve gala and Brew and Bash.

Jodi Martin

- 32nd Golf outing is tomorrow at Sugarcreek Golf Club.
- Craft Show at Bellbrook H.S- November 5th.

Motion to adjourn made by Donna and seconded by Dan. The meeting adjourned at 10:45 am.