

**Greene County Convention and Visitors Bureau
Executive Board Meeting**
Wednesday, October 12, 2022

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

In attendance

Eric Henry, Wendy Rodgers, Angela Rayner, Jennifer Taylor, Donna Saraga, Dan Kirkpatrick, Vicki Abel, Jessica Noes, Diana Cordle, Brandon Hays, and Jodi Martin

Guest Speaker Cris Barnett

Absent Ryan Aubin

Approval of Minutes

A motion to approve the August board meeting minutes was made by Donna and seconded by Dan.

Financial Review

The Board received copies of August and September. A motion to approve was made by Jessica and seconded by Jennifer. The motion was passed.

Board Business

Lodging Revenue

- Second Quarter is up 23.81%.
- It is too early in the third quarter to provide a total.

Advertising & Visitors Guide

- Larry created signs for nine military reunions in August and September.
- He also made welcome signs for the Airforce Marathon and Trans Am Nationals.
- Larry created a quarter page ad for the Bellbrook/Sugarcreek Chamber Guide.
- Larry is also working on updates for the visitors guide along with a new design.

CVB Board Appointment:

- Brandon Hays has taken over for John Cox.
- Jennifer Taylor has stepped into Susan White's spot and has agreed to stay on the board for another three years.
- Dianna Cordell will also remain on the board for another three years since she took over for Connie Smith.
- All three are in the process of filling out applications.

Staff Updates

Trans Am Nationals 2022

- This year's event was a huge success. We provided over 67 signs designed by Larry- the group auctioned those signs bringing in \$2,500 for the make a wish foundation.
- A record 520 cars were registered and 3,500 attendees.
- Trans Am Nationals committee donated \$20,000 to the local make a wish foundation.
- The event generated 600+ room nights in Greene County.
- The economic impact of this event combined with the Cruise-In at the mall was \$3.3 million dollars and supported over 1,500 jobs.
- The mall is planning to do their event next year.
- The Nutter Center is working with the event planners to provide parking for the trailers.

Sports Events and Updates

- The Air Force Marathon and Health Expo was successful after a two-year hiatus.
- The event was well attended with 10,000 registered participants.
- The CVB had a booth set up at the Health Expo at the Nutter Center where we offered out Visitors Guides and other information.
- Kevin is working on initiatives with the CORA Expo, Team Ohio State Association, and collaboration with Greene County Parks.
- Kevin is also continuing to work with Winter Guard International.
- They are looking for additional practice facilities, so Kevin is working on a database of potential locations for them based on their specifications.

Social Media

- Allen has been helping users into our Extranet
- Allen also worked with Tourism Ohio on listings for their annual Holiday Lights Trail.
- He trained Jessica on how to work in our Economic Impact Calculator. This tool enables sales managers to estimate the economic impact on the events they manage.
- The SEM campaign that we coop with Tourism Ohio continues to exceed expectations.
 - Year to date, the search ads we have run have reached more than 336,000 users and brought 23,000 new visitors to our website.

New Business

Eric Henry

- AARPA Training.
- Collectively met with consultants to start one stop shop local.
- Budget will be tight because of jail and cost doubling.
- City has ownership of the Ramada in Xenia.

Angela Rayner

- Wool Gathering was Great.
- Car show coming up.

- Street Fair was a success as well as pick your own pumpkin and all outdoor events.

Jennifer Taylor

- Director of sales and catering has hired an assistant.
- Hosting Strand Hospitality next week.
- The property will have some new updates before 2023.
- Currently working with the F-11 group.

Jessica Noes

- Busy as usual.
- Bourbon tasting on 10/22.
- Lights on day after Thanksgiving through Christmas.

Diana Cordle

- Trans Am sold out for next year.
- Central State homecoming brought lots of traffic to the hotel.
- Made it through all the big events now getting ready for the holiday events.
- No update on Homewood.

Brandon Hays

- Growth is happening and enrollment is rising.
- Fall sports doing well.
- NCAA bowling team.
- ASM Global agreement will book the arena.
- Thomas Rhett this Saturday.
- WWE 10/22.
- Monster Jam, Toby Mac, Dave Mathews, and Cody Johnson all scheduled to perform.
- A new marquee will be going in next week.

Donna Saraga

- Dan, Wendy, and Donna all selling tickets for TSO, funds go to Circle of Victory.
- Going all out for small giving Friday.
- Annual Dinner coming up 2/28 the theme is Wizard of Oz.
- October Fest was great.

Wendy Rodgers

- Super successful golf outing. Non-profit hole-in-one raised \$1230.
- Next event is Metronet at the Chamber for lunch & learn.
- Business Links 10/20 at Germain Ford.
- 10/28 Chamber open house.
- 10/27 Fraud prevention at WPCU for lunch & learn.
- Annual meeting 11/17 in conjunction with business links and Mills Park Hotel.

- Two board positions available- voting first week of November.
- Looking for 2023 sponsors and non-profit.

Dan Kirkpatrick

- Halloween Fest.
- Annual Downtown event.
- Next May hosting UFO event.
- Christmas events coming up.

Jodi Martin

- Meet & greet at Bellbrook Community Elementary Building.
- 10/15 & 16 Halloween in the park.
- Funtoberfest at Bellbrook Middle School.
- 1st weekend in March- Casino Night at Sugar Valley.
- 10/29 & 30- Ghost walk.
- Township Memorial looking for money to complete statue.

Motion to adjourn made by Diana and seconded by Donna. The meeting adjourned at 10:20 am.