

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

Wednesday, June 12, 2024

The meeting was called to order at 9:08 a.m.

In attendance

Donna Saraga, Jennifer Taylor, Dianna Cordle, Ryan Aubin, Vicki Abel, Jessica Noes, Cole Hetman, Alex Price, Kristie Tidd

Absent Jodi Martin, Tom Kirsch, Wendy Rodgers, Angela Rayner

Approval of Minutes

A motion to approve the April board meeting minutes was made by Donna and seconded by Ryan.

Financial Review

The Board received copies of April and May. A motion to approve was made by Dianna and seconded by Jennifer. The motion was passed.

Board Business

Lodging Revenue

- We are still lacking payments from a few hotels for the first quarter.
- With those missing payments, we are down 0.78% from the first quarter of last year.

Introduction of New CVB Employee

- We have hired a new Sales Manager. Her name is Monika Lindsay.
- Monika has extensive experience in the hospitality industry.
- Mona will be retiring on July 2nd.
- We have posted her position. We are hoping to find a good replacement before Mona leaves.

Staff Updates

Hamvention Updates

- Hamvention attendees broke an all-time record this year. Attendance was 35,877.
- Exhibitors ran out of merchandise on the first day.
- We received lots of great comments and compliments about Greene County.

United Way Concert- Better Together

- Attendance was lower than expected.
- United Way had 2,800 attendees. They were expecting 10,000.
- Jess and Kathleen were able to meet the celebrities.

- Despite the low attendance, the event was very nice.

Advertising & Events

- We are currently in season for our larger events.
- Larry has been busy making signs.
- During the months of April and May, Larry made signs for four different associations.
- He also made welcome signs for the Winter Guard World Championship. Participating teams stayed in 20 of our hotels. Signs went to all those properties.
- Signs were also made for two soccer tournaments and four different military reunions.
- We did a monthly digital ad campaign on compassohio.com for April and May, promoting the new Great Council State Park.
 - The summer issue's online digital ad reached a digital audience of 39,367 views.
 - The digital blog reached an audience of 8,442.
 - The banner ads with strategic social media campaigns reached an audience of 37,780 views and 1,261 clicks to our website for April and 40,841 views and 1,534 clicks to our website for May.
- Larry created the Annual Report to the Community booklet.
- He also created the "Fast Track Grant Program" postcard and "Thank You" note cards for the Department of Development.
- A poster was also printed for the Yellow Springs Chamber and a Mother's Day brunch poster for Mills Park Hotel.
- Some signs have already been printed for Trans Am Nationals.
- Jess has been collaborating with the Wandering Griffin to finalize the signage for the cruise-in.

Social Media

- Kevin has been making the transition into his new role as Social Media/ Marketing Manager.
- He has also been training Monika in her new position.
- Kevin has been working on enhancing our presence both online and within the community.
- He has actively developed media relationships, created engaging social media content, and updated our website with fresh branding and essential information.
- He has also been working a lot with Bandwango to create our passport program.
- We are currently in the onboarding process with local businesses.
- Kevin, Jessica, and Cole from Development are training with Placer AI.

Round Table

Kristie Tidd (DOD)

- Taking things one day at a time.
- The director position has been posted online.

Jennifer Taylor

- Quarter 2 is exceeding.
- Hamvention was fantastic. Served 440 people on Saturday evening.

- Finished Disneyanna. The event consumed the entire hotel, and they raised \$20,000 for their charity.
- UFO group canceled and now has come back looking to do their event next year.

Jessica Noes

- Getting ready for Christmas.
- Tequila tasting in September.
- Bourbon tasting in October.

Dianna Cordel

- Made it through Hamvention. Volunteered with the CVB at the event.
- The new roof for the property started yesterday.
- The events happening are government and transient. Travel is slowing down a bit.
- Ready for Trans Am.

Donna Saraga

- Nicks added a bar on their patio.
- New Thai restaurant.
- Ribbon cutting at Greene Inc. – Rebranded
- AIA ribbon cutting is on June 15th.
- Legislative breakfast had a good turnout.
- Monday's golf outing had record-breaking numbers.
- Working on memberships for the next three months.
- The old Ramada will be torn down within the next three months.
- Will be out June 24th- 30th for England.

Ryan Aubin

- The Street Fair was very busy.
- The hotel and Ellies are good.
- Hired a consultant.
- Quarter 1 was strong.
- New furniture is coming to the hotel next week.
- Tiki bar every Saturday from 12 to 5 p.m.

Alex Price

- Just finished Street Fair with 20% more vendors than in the past.
- Beer garden was a huge success.
- The local vendors reported record sales.
- Limited series of coffee with cops.
- Lunch Local at Trail Town this month.
- Interviewing for an Executive Director.

Motion to adjourn made by Dianna and seconded by Jennifer. The meeting adjourned at 10:11 am.