

**Greene County Convention and Visitors Bureau
Executive Board Meeting – April 9, 2025**

Call to Order

Meeting called to order at 9:00 a.m.

Attendance

Present: Jason Foster, Wendy Rodgers, Mary Ciesa, Vicki Abel, Ryan Aubin, Phillip O'Rourke, Angela Rayner, Donna Saraga, Jessica Noes, Kert Radel, Mark Sigman

Absent: Dianna Cordle

Approval of Minutes

Motion to approve February minutes by Donna, seconded by Jessica. Approved.

Financial Report

February and March reports reviewed. Motion to approve by Ryan, seconded by Wendy. Approved.

Board Business

Lodging Revenue

- Q4 2024 closed 4.98% above the previous year. A few hotel payments are still pending.
- Q1 2025 is on track compared to last year.

Board Vacancies

- Applications are sought to replace Rodney Keadle.
- Declines: The Mall at Fairfield Commons; no response from Daniel Huiet or Melissa Dodd.
- Application received from Joe Mohrhaus (Dick's House of Sports).
- Motion to approve Joe by Mary, seconded by Donna. Approved.

Visitors Guide Update

- Jessica is working with Great Lakes Publishing to create a modern design.
- CRM has been fully updated. Shelby and Jamie assisted in data gathering.
- High-quality images sourced and design nearing completion (target: June).
- The guide will be used through 2026.

Staff Reports

Jessica

- Upcoming TourismOhio photoshoot (\$9,000 value; \$4,500 matched). Focus: nightlife, dining, family recreation.
- Hamvention planning on track; 34,000+ attendees expected.
- Trans Am Nationals (Aug 23–24): 500 cars at Holiday Inn. Monika is point of contact.

Monika

- Booth secured for Ohio Tourism Day (May 13).
- ODNR partnership and Clifton Gorge ribbon cutting planned.
- Attended Heartland Travel Showcase; met 20 tour operators (motorcoach market).
- Launched "Coffee Connect" – personal hotel outreach, positive feedback.

Kevin

- Website updated with 100+ new events.

- Social media boosted posts: 36,000 impressions, +5% followers.
- Co-authoring Visitors Guide content with Jessica.
- Attended 12 sessions at Destinations International Marketing Summit.
- Reviewing Simpleview contract; exploring more cost-effective alternatives.

Larry

- Designed welcome signs and Xenia Chamber ad.
- Collaborating with Kevin on digital ads.
- Continues CVB representation with National Aviation Heritage Area.
- CVB planning ahead for potential time off.

Roundtable Updates

Jason Foster: Preparing for the Annual Report; routine operations continuing.

Angela Rayner: Hosting spring events, including Swirl & Sip (May 30), summer camps (80% full), Cheese Fest (June 14). Outdoor picnic season is approaching, using plastic eggs instead of real eggs for this year's Easter egg hunt, carnival rides (May 22-26).

Mary Ciesa: Strong Q1 hotel performance; 700–800 room nights from Dick's House of Sport. Winter Guard International kept both the Courtyard and Residence Inn busy. Looking to hire a new GM for the Residence Inn, uptick in government travel.

Jessica Noes: Pancake Breakfast set for Aug 2. Everything at the Mill will stay the same after the passing of the owner's mother. Possible tours at the end of April.

Donna Saraga: Safety Council events are ongoing; June 9 golf outing is planned, and hotel construction updates are shared. New office intern.

Wendy Rodgers: Young Professionals events growing; grief seminar (May 1), AI webinar (May 22), and Dayton Dragons Chamber Night (Apr 22). Coffee with Champions is growing – might add a second day. Podcast drops every Wednesday Morning. Business Development Grant applications open in June. New Italian restaurant coming, memberships growing, and new Office Manager – Suzie.

Ryan Aubin: Preparing for Easter & Mother's Day brunches; new Christmas décor from trade show. Porch is open for summer. Cool things are happening with Team Chappelle.

Kert Radel: Fairborn events include Wine Walk, Easter Egg Hunt, Halloween Festival (moved to October), car show (September). New- Woman in Business (Mondays), 2026 Award Luncheon, Annual Banquet (May 9).

Phillip O'Rourke: Street Fair planning is underway; the sunflower field will grow unmanaged this year. There is a new store in Yellow Springs—Nook Overload. Celebrate Trails Day (April 26). New updates on the website and the Visitors Guide.

Mark Sigman: The Sugar Maple Festival is approaching. Working on website updates and events like Taste of Bellbrook. Craft Show (November). Member Meetings switched to luncheons—big turnout. New Administrative Assistant.

Adjournment

Motion to adjourn by Donna, seconded by Jessica. Adjourned at 9:52 a.m.