

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

Wednesday, April 10, 2024

The meeting was called to order at 9:04 a.m.

In attendance

Eric Henry, Angela Rayner, Donna Saraga, Wendy Rodgers, Jennifer Taylor, Dianna Cordle, Ryan Aubin, Vicki Abel, Jessica Noes, Alex Price

Absent

Jodi Martin, Tom Kirsch, Joe Dick

Approval of Minutes

A motion to approve the February board meeting minutes was made by Donna and seconded by Wendy.

Financial Review

The Board received copies of February and March. A motion to approve was made by Angela and seconded by Ryan. The motion was passed.

Board Business

Lodging Revenue

- We exceeded our 2019 total for 2023.
- We ended the 2024 year at \$1,505,670 compared to \$1,420,277 in 2019 which was previously our highest year.
- We are still lacking payments for the first quarter of 2024.

Restructuring

- Kevin Walls has moved into a new position as the Marketing/Social Media Coordinator.
- Kevin will still be taking on the sales position until it is filled.
- Mona is retiring on July 2nd.

Staff Updates

CVB Board of Trustee Member Vote

- The Nutter Center's workforce is not at the compacity it once was. Their workforce is down substantially.
- Joe Dick has a hard time getting away for board meetings and has only been able to attend one meeting since joining our board in March 2023.
- We generally ask a member to step down if they miss three meetings.

- Motion to remove Joe Dick from the board of non-participation and no-show was made by Jennifer and seconded by Diane. Motion passed by unanimous vote.
- We need to select a new attraction member to join our board in place of Joe Dick and the Nutter Center.
- Two candidate options are Steve Harrell from Athletes in Action Sports Complex, and Rodney Keadle from the Greene County Fairgrounds.
- Motion was made by Donna to seat Rodney Keadle on the Board and seconded by Jennifer. The motion passed unanimously.

Hamvention Updates

- Hamvention is scheduled for May 17-19 at the Greene County Fairgrounds and Expo Center.
- Jessica has been working closely with event planners to orchestrate an opening day ceremony that aims to hold a platform for our county dignitaries.
- Jessica and Kathleen attended the committee meeting on April 9th.
- The event is poised to set a new record this year.
- There has been a notable increase in international ticket sales.
- Historically, this event has an estimated economic impact of 35 million dollars to the region.

United Way Concert- Better Together

- Everything is coming together very nicely for the concert.
- Ticket sales are ok. They are asking us to get the word out as much as possible.
- They have raised \$76,500 in sponsorship.
- They have currently sold 583 tickets.
- Performers include- Eddie Montgomery of Montgomery Gentry, John Michael Montgomery, Alexis Gomes, Jackson Snelling, and Karen Waldrup.
- The Concert will be held at the Greene County Fairgrounds on May 31st.

Advertising & Events

- Larry has been busy finishing up the 2024 Visitors Guide.
- He condensed the guide to 34 pages, including a four-page fold-out highlighting the new state park opening this spring.
- The cost of mailing a guide went from \$3.07 to \$2.35 per guide.
- Larry also updated the restaurant guide.
- He made signs for the Adventure Summit, Jr. ROTC Drill Nationals, Hamvention, Ohio Galaxies Boys and Girls soccer tournaments, and Turf Fest.
- Larry made new collector's pins for the Hamvention.
- A full-page ad was placed in CompassOhio magazine highlighting Greene County's history and hiking and biking trails.
- An email blast was sent for March. The e-blast has a weekly audience of 8,123.

Social Media

- Kevin is still working dual positions. Jessica has been helping Kevin out and servicing some of his groups.
- Kevin has been working closely with Bandwango to create our first digital passport.
- Our first passport will be called "Live Like a Local." The program is scheduled to go live later this spring.
- Kevin and Jessica are taking part in online training for Placer AI.

- They have run reports on different events around the county to compare Placer AI numbers to those given to us by event planners.
- Some of the reports are spot on, and others have not been as accurate.
- Jessica and Kevin are working to determine the discrepancies and how to fix them.

Round Table

Eric Henry

- Hired a new employee- Cole.
- 5/3- Annual Report to the Community.
- Unveiling a new grant program.
- Broadband project going well.
- Downtown business walk in Fairborn.

Angela Rayner

- April kicks off the season with outside events.
- Carousel should open in June.
- 5k in June
- Staying busy

Jennifer Taylor

- 1st quarter has not been good, but 2nd quarter will exceed.
- UFO has been canceled.
- Staying very busy.
- Lease is beginning September 23rd.
- Packy's has a new manager.
- New menu at Packy's.
- Hamvention is talking about signing for another three years.

Donna Saraga

- Dunkin is now open.
- Popeyes will open next week, and Waffle House is under construction.
- Butterbee's pulled permits.
- Ramada should be coming down soon.
- New website.
- Vintage Market Days is coming up.

Dianna Cordel

- Quarter 1 was not great.
- No tourist travel but have been busy with groups and Government.
- Jr.ROTC was successful.
- WGI moving in.
- Fairborn dinner is Friday.
- Beaver Creek Women's Luncheon this Friday.
- Twigs- next weekend.

Wendy Rodgers

- CFD ribbon cutting last week- 250 people.

- Sheetz gas station is now open.
- REI grand opening May 10-12th.
- Youngs catered to Barrell Room for Beaver Creek Business Links.
- 5/7- Lunch Local at Beaver Creek Pizza Dive.
- April Lunch Local was at Taste of Belgium.
- Young Professionals tomorrow night.
- Chamber night @ Dayton Dragons.
- 4/26- Lunch and Learn.
- Tech Tuesday- 4/23 and 5/28.
- Media studio is growing- worked with archives on the 50th anniversary of the Xenia tornado.
- Coffee with Champions.
- The Link podcast drops every Wednesday morning.

Ryan Aubin

- Hotel world is good.
- Strong January and February- a lot because of Dave Chappel.
- Starting to see steady traffic due to Dave's comedy club.
- Replacing furniture.
- Ellies has had good traffic.
- Bringing back dinner on Thursdays starting 5/2.
- Rearranged staff.

Alex Price

- Lots going on in Yellow Springs.
- Lunch Local has been very successful.
- Quarterly workshops.
- In the process of training a new director.
- Grant from the state of Ohio for an environment-friendly street fair.
- Annual meeting tomorrow night.

Jodi Martin

- Sugar Maple festival is the weekend of April 19th.
- Jump for Pee Wee is April 27th.

Jessica Noes

- Flowers blooming.
- Staying busy.
- Staffing is getting better.
- Lots of rehearsal dinners.
- Fall- tequila and bourbon testing.

Motion to adjourn made by Dianna and seconded by Wendy. The meeting adjourned at 10:26 am.