

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

Wednesday, June 14, 2023

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

**In attendance**

Eric Henry, Angela Rayner, Tom Kirsch, Donna Saraga, Vicki Abel, Wendy Rodgers, Jennifer Taylor, Jodi Martin, Ryan Aubin, Jessica Noes

**Absent** Diana Cordle, Joe Dick

**Approval of Minutes**

A motion to approve the August board meeting minutes was made by Wendy and seconded by Jennifer.

**Financial Review**

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

**Board Business**

**Lodging Revenue**

- o First quarter is up 27.42% with a couple of missing payments.
- o It is too early in the second quarter to provide a total.

**CVB Equipment Updates**

- o We updated five computers due to them being out of warranty. Those include the two front office computers, two sales manager computers, and the executive director's computer.
- o All office phones have been replaced.
- o We are leasing a new wide-format printer. This new printer uses a new waterproof ink for outdoor signage.

**Staff Updates**

**Hamvention Updates**

- Hamvention was a success. The weather was perfect, and we received lots of great comments.
- We had just a few negative comments. One involving a little motel in Xenia. We relocated a gentleman from that motel to another hotel. He was very pleased with his new hotel and promised to come back next year and stay there again.
- Facebook posts have been positive, with many stating they have already booked for next year.
- The numbers were not as high as expected but still good.

- There were 33,861 attendees, approximately 2,000 more than last year and 1,400 more than pre-pandemic numbers.
- There were 32 countries represented this year. Last year there was hardly any international travel at the event due to the pandemic.
- Jessica and Kathleen attended the wrap-up meeting. It was a great meeting with many positive comments.

### **Advertising, Education & Events**

- Larry created two full-page ads.
- One of the ads was for Compass Ohio magazine, promoting our county's rich history, hiking, biking trails, and parks.
- We also advertised and sponsored a banner on the homepage of CompassOhio.com to drive visitors to our website.
- The second full-page ad was in the June issue of Ohio Magazine.
- We placed an ad in the Hamvention program and distributed welcome signs for the event in all the hotels.
- Larry made signs for the County Treasures Association of Ohio Spring Conference held at the Holiday Inn.
- Larry also made welcome signs for Winter Guard International, which went to 14 of our hotels.
- Signs were printed for six military reunion groups.
- Larry attended the bi-monthly NAHA Communications Council Meeting in May.

### **Social Media**

- Kevin has done a great job keeping up with our Facebook posts.
- He has integrated generative AI into our promotional content.
- Kevin attended the Sports ETA Symposium in Kansas City, Missouri.
- Allen deployed all the new computers and assisted with the new large-format printer.
- Allen also did a lot of research for our new phones and the software accompanying them.
- The new software allows us to use our phones from our computers.
- The SEM campaign that we coop with Tourism Ohio continues to exceed expectations.

### **Round Table**

#### **Eric Henry**

- Report to the community went very well.
- Summertime is to meet with companies and for residential properties to be demoed.

#### **Angela Rayner**

- Street Fair was great!
- Few car shows coming up- the jeep show is in August.
- Cheese Celebration this weekend.
- First week of July is wristbands.
- Rally ride bike tour was Sunday.

- August kicks off the corn maze and fall season.

### **Jennifer Taylor**

- Renovations have started in the conference center.
- Today is the last event until July.
- Hosted Hamvention groups.
- The outside patio has new furniture.
- New photos for the walls.
- Guest rooms to be renovated in November.
- Lots of military reunions in the fall.

### **Jessica Noes**

- Summer spring cleaning.
- Sip and Paint coming up.
- Bourbon Tasting.
- Christmas is around the corner.

### **Joe Dick**

- Getting ready for the watchtower conventions.
- In the process of hiring some more people in different positions.
- The university is making plans for the students to move back in, in the fall.

### **Donna Saraga**

- Golf Outing at Jasper Hills was amazing, and Jasper Hills was amazing to work with.
- Jasper Hills is hosting brunches on Saturdays and Sundays.
- World Affair was great! There were folks from all over the world.
- Woman in Business is tomorrow in Bellbrook at the art gallery.
- In July, it will be held at the Holiday Inn Fairborn.
- September, it will be held at the Emerge Center, and there will be a fashion show.
- Emerge has a café. There will be a ribbon cutting there on Friday. It is open to the public for breakfast and lunch. It is called Arise Café.
- Xenia town square- facelift will start on the first building with outside seating space.
- July 7<sup>th</sup> is Xenia's Red, White, and Blue event.
- Premier Opening.
- Dunkin Donuts, Dairy Queen, and Popeye's Chicken are coming soon.
- Also, Buffalo Wild Wings is starting construction.
- Chamber is focused on membership.

### **Wendy Rodgers**

- Legislative Breakfast had 148 people in attendance. Eleven representatives showed up.
- Chamber supported the Street Fair in Yellow Springs- Tiki Bar and beer tent.
- June Business Links at Trophy Sports in Xenia.
- Coffee with Champions is on Thursdays 8-9 am.
- Beaver Creek Golf Scramble is September 22<sup>nd</sup>.
- Lunch Local is in August at Ritters.
- July 1<sup>st</sup> is the Stars, Stripes, and Brew event at the Greene.
- Fourth of July Parade and event at Rotary Park.

**Ryan Aubin**

- Ellie's Porch furniture came in.
- Revenue is up.
- AI-generated rates.
- Christmas in July.
- Drag show.
- Street Fair was great- 22,188 people.
- All vendor spaces were sold.

**Tom Kirsch**

- 17 days on the job.
- Chamber Chat tomorrow night at The Event House 5:30-7.
- Educational program at the Senior Center with the Fire Marshall.
- Downtown 3<sup>rd</sup> of July at Community Park.
- Fireworks on the 4<sup>th</sup> at 10 pm.
- August 11<sup>th</sup>- Golf Tournament at Twin Base.
- Replacing the flagpole in the center of downtown.
- Groundbreaking for memorial park.
- Day after the marathon is the car show in downtown Fairborn.

**Jodi Martin**

- Spark District D-Day Experience is June 20<sup>th</sup>.
- Golf Outing is coming up.
- The Sugarcreek Brewery is open in downtown Bellbrook. They had an amazing opening weekend.
- Craft event in November has 85 vendors already.

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

**2023**  
**Operational Budget**  
**Greene County Convention and Visitors Bureau**

Employee Expense	June-23	Year to Date	Annual	Remaining Balance
Line Item				
Salaries	\$43,106.97	\$186,500.79	\$374,530.00	188,029.21
PERS	\$4,023.32	\$25,970.05	\$52,434.00	26,463.95
Health Insurance	\$7,978.17	\$47,869.02	\$99,727.00	51,857.98
Medicare	\$593.09	\$2,512.47	\$5,431.00	2,918.53
Dental	\$120.44	\$722.64	\$1,505.00	782.36
Life Insurance	\$55.30	\$331.80	\$569.00	237.20
Worker's Comp	\$411.28	\$1,779.41	3,745.00	1,965.59
<b>Total</b>	<u>56,288.57</u>	<u>265,686.18</u>	<u>537,941.00</u>	<u>272,254.82</u>

Facility Expense				
Line Item				
Utilities	\$394.84	\$2,725.60	\$6,495.47	3,769.87
Outside Services	\$1,201.07	\$18,306.91	\$93,580.00	75,273.09
In House Services (County)	\$0.00	\$0.00	\$0.00	0.00
Mortgage	\$0.00	\$25,000.00	\$25,000.00	0.00
Insurance	\$0.00	\$0.00	\$2,750.00	2,750.00
Phone & Web Support	\$406.28	\$2,776.38	\$6,400.00	3,623.62
Membership Dues	\$0.00	\$7,678.00	\$14,158.00	6,480.00
Equipment & Vehicles	\$165.98	\$8,516.82	\$17,000.00	8,483.18
Land/Grounds	\$0.00	\$0.00	0.00	0.00
Leases	\$1,994.59	\$4,435.21	\$12,500.00	8,064.79
Software	\$0.00	\$5,292.72	\$17,900.00	12,607.28
<b>Total</b>	<u>4,162.76</u>	<u>74,731.64</u>	<u>195,783.47</u>	<u>121,051.83</u>

Servicing Expense				
Line Item				
Supplies	\$3,397.30	\$11,313.18	37,177.82	25,864.64
Travel & Training	\$6,318.40	\$12,632.85	\$42,100.00	29,467.15
Advertising & Print	\$4,716.92	\$95,853.00	\$267,285.00	171,432.00
Other	\$0.00	\$0.00	\$0.00	0.00
<b>Total</b>	<u>14,432.62</u>	<u>119,799.03</u>	<u>346,562.82</u>	<u>226,763.79</u>

Chamber Grants				
Line Item				
Grants	\$14,213.67	\$67,407.59	\$85,800.00	18,392.41
<b>Total</b>	<u>14,213.67</u>	<u>67,407.59</u>	<u>85,800.00</u>	<u>18,392.41</u>

<b>Total Monthly Expenses</b>	<b>89,097.62</b>	<b>Total Remaining for 2023</b>	<b>638,462.85</b>
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**2023**  
**Operational Budget**  
**Greene County Convention and Visitors Bureau**

Employee Expense	July-23	Year to Date	Annual	Remaining Balance
Line Item				
Salaries	\$29,167.87	\$215,668.66	\$374,530.00	158,861.34
PERS	\$6,034.98	\$32,005.03	\$52,434.00	20,428.97
Health Insurance	\$6,043.39	\$53,912.41	\$99,727.00	45,814.59
Medicare	\$398.97	\$2,911.44	\$5,431.00	2,519.56
Dental	\$87.13	\$809.77	\$1,505.00	695.23
Life Insurance	\$51.35	\$383.15	\$569.00	185.85
Worker's Comp	\$278.29	\$2,057.70	3,745.00	1,687.30
<b>Total</b>	<b>42,061.98</b>	<b>307,748.16</b>	<b>537,941.00</b>	<b>230,192.84</b>

Facility Expense				
Line Item				
Utilities	\$423.19	\$3,148.79	\$6,495.47	3,346.68
Outside Services	\$714.60	\$19,021.51	\$93,375.00	74,353.49
In House Services (County)	\$0.00	\$0.00	\$0.00	0.00
Mortgage	\$0.00	\$25,000.00	\$25,000.00	0.00
Insurance	\$0.00	\$0.00	\$2,750.00	2,750.00
Phone & Web Support	\$406.28	\$3,182.66	\$6,400.00	3,217.34
Membership Dues	\$0.00	\$7,678.00	\$14,158.00	6,480.00
Equipment & Vehicles	\$0.00	\$8,516.82	\$17,000.00	8,483.18
Land/Grounds	\$0.00	\$0.00	0.00	0.00
Leases	\$939.35	\$5,374.56	\$12,500.00	7,125.44
Software	\$0.00	\$5,292.72	\$17,900.00	12,607.28
<b>Total</b>	<b>2,483.42</b>	<b>77,215.06</b>	<b>195,578.47</b>	<b>118,363.41</b>

Servicing Expense				
Line Item				
Supplies	\$690.27	\$12,003.45	37,177.82	25,174.37
Travel & Training	\$3,229.20	\$15,862.05	\$42,100.00	26,237.95
Advertising & Print	\$23,511.22	\$119,364.22	\$267,248.75	147,884.53
Other	\$0.00	\$0.00	\$0.00	0.00
<b>Total</b>	<b>27,430.69</b>	<b>147,229.72</b>	<b>346,526.57</b>	<b>199,296.85</b>

Chamber Grants				
Line Item				
Grants	\$5,000.00	\$72,407.59	\$85,800.00	13,392.41
<b>Total</b>	<b>5,000.00</b>	<b>72,407.59</b>	<b>85,800.00</b>	<b>13,392.41</b>

<b>Total Monthly Expenses</b>	<b>76,976.09</b>	<b>Total Remaining for 2023</b>	<b>561,245.51</b>
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2nd Quarter  
Greene County Hotel Lodging Tax

Hotel	Rooms	2022	2023		Variance	% change
Arthur Morgan House	6	2,053.66	893.85	#	(1,159.81)	-56.48%
BC Courtyard	94	873.15	27385.61		26,512.46	100.00%
BC Residence Inn	100	46,465.00	50795.69		4,330.69	9.32%
Bergamo	61	2,346.48	4489.19		2,142.71	91.32%
Comfort Inn	68	10,513.63	5847.06	**	(4,666.57)	-44.39%
Clarion/Fairfield	63	8,991.40	11977.30		2,985.90	33.21%
Country Inn & Suites	69	20,814.30	27817.38		7,003.08	33.65%
Deerfield/Regency	19	2,096.36	3857.53		1,761.17	84.01%
Extended Stay America/Studio Plus	72	9,157.96	7210.04	*	(1,947.92)	-21.27%
Fairborn Inn	149	2,715.84	3622.62		906.78	33.39%
Glen Helen	6	39.96	0.00	#	(39.96)	-100.00%
Hampton	61	25,366.99	27093.30		1,726.31	6.81%
Hampton Inn Xenia	88	38,516.21	45570.25		7,054.04	18.31%
Hearthstone	20	8,121.68	8323.16		201.48	2.48%
Hilton Garden Inn	145	49,487.83	76379.82		26,891.99	54.34%
Holiday Inn Express	87	30,453.91	41844.36		11,390.45	37.40%
Holiday Inn I-675	203	64,761.98	64709.62	*	(52.36)	-0.08%
Home2 Suites	96	49,355.64	53545.70		4,190.06	8.49%
Home2 Suites BC	108	41,571.22	38878.76	*	(2,692.46)	-6.48%
Homewood Suites	128	0.00	0.00		0.00	100.00%
Hope Hotel	265	29,115.55	35649.18		6,533.63	22.44%
LaQuinta	56	2,970.23	4222.36		1,252.13	42.16%
Mills Park	28	16,895.85	18551.12		1,655.27	9.80%
Ramada Xenia	88	10,224.51	0.00		(10,224.51)	-100.00%
Red Roof	109	15,446.28	15717.29		271.01	1.75%
Rodeway Inn - Quality Inn	86	7,646.32	10074.02		2,427.70	31.75%
Sportslife Inc/AIA	87	542.70	429.91		(112.79)	-20.78%
Springhill Suites	118	55,073.16	59791.10		4,717.94	8.57%
The Springs	12	0.00	849.92	*	849.92	100.00%
Suburban Lodge	102	7,145.68	2995.47		(4,150.21)	-58.08%
TRU	109	45,944.69	33554.05		(12,390.64)	-26.97%
Wingate	90	22,201.82	25804.93		3,603.11	16.23%
Xenia Country Inn/Knights Inn	87	3,339.72	3402.82	##	63.10	1.89%
<b>Total</b>	<b>2,793</b>	<b>\$ 630,249.71</b>	<b>\$ 711,283.41</b>		<b>\$81,033.70</b>	<b>12.86%</b>

\* Lacks June Payment

\*\*Lacks May and June

As of 7/27/2023

# Lacks 2nd Quarter Payment

## Lacks 1st and 2nd Quarter Payment