

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

Wednesday, August 9, 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, Jodi Martin, Jessica Noes, Joe Dick, Dianna Cordle

**Absent** Ryan Aubin, Jennifer Taylor

**Approval of Minutes**

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

**Financial Review**

The Board received copies of June and July. A motion to approve was made by Jessica and seconded by Angela. The motion was passed.

**Board Business**

**Lodging Revenue**

- Second Quarter is up 14.38% with several missing payments.
- It is too early in the third quarter to provide a total.

**CVB Employee Updates**

- Allen Stebelton, our Digital Strategist, has resigned. His last day on the job was July 28<sup>th</sup>.
- Kevin Walls is interested in taking over the Digital Strategist position.

**Staff Updates**

**Trans Am Nationals**

- Jessica has been busy working with the Mall at Fairfield Commons and with the planners on the Trans Am event.
- The Trans Am Cruise-In will be held on August 25<sup>th</sup> in the Mall parking lot across from the Courtyard.
- The Cruise-In will have over ten food trucks, a beer tent, live music from the band Stranger, and a kid's zone with bouncy houses.
- The CVB will have a VIP tent with snacks and beer tickets available.
- The Trans Am car show will be held at the Holiday Inn. Last year, they had over 500 cars registered with 1,500 room nights countywide.
- This year, we are on track to exceed those numbers slightly.

- The cars will start rolling in on August 24<sup>th</sup> and will be open to the public from August 25<sup>th</sup> through August 27<sup>th</sup>.
- This event generates close to \$3 Million in economic impact in our local and surrounding communities.
- This event extends into Tipp City with a cruise-in on Saturday, with 400-plus cars attending.

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

- Larry stayed busy. He created signs for three military reunions, five association groups, one family reunion, The Yellow Springs Street Fair, Disneyana, The Midwest Native Plant Society, Collectible Expo, Eagle Wings Motorcycle Association, International Harvester Scout car show, and the Nationals Monte Carlo Car Club event.
- He also created welcome signs for eleven of our hotels for the Beavercreek Annual Creek Classic soccer tournament.
- Larry created a series of nine graphic posters for the Fairborn Chamber of Commerce. The panels highlighted some of Fairborn's history, the Wright Patt Air Force Base, Wright State University, the downtown area, and the annual car show.
- Jessica has done an outstanding job with military reunions this year, especially for her first year as Sales Manager for the CVB.
- Jessica and Kathleen attended the Military Reunion Summit in late June. They met with 25 planners.
- Jessica did a fantastic job and returned with eight tentative reunions for 2024, six tentative for 2025, and two reunions that have already been booked with Greene County hotels.
- Larry also made signs for the County Treasures Association of Ohio Spring Conference held at the Holiday Inn.
- Kathleen, Jessica, and Kevin attended the Destinations International Conference in Dallas.
- The conference was a sold-out event with 1,600 people in attendance from all over the world.
- Larry created an Ad for Ohio Magazine that landed on the inside front cover.

### **Social Media**

- Kevin continues to keep up with all our Facebook posts.
- Allen updated our website analytics from Google Analytics to Google Analytics 4.
- He also oversaw the replacement of the CVB desk phones, an upgrade of the entire system.
- Allen put together a CVB manual for us with his duties. He put in the license number of all the Adobe, MS 365 users, etc.
- The CVB blog is ready to begin posting content now.
- The SEM campaign numbers for May, June, and July are outstanding and continue to exceed the industry benchmark targets.
- Year-to-date, our search ads reached over 280,000 users and brought 29,745 new users to our website.

### **Round Table**

#### **Eric Henry**

- The Department of Development has a vacancy. Jeff Gord is leaving the department.

- Working with Donna and other chambers.
- Have a grant program - a 1.3m deed abatement program.
- Gearing up for summer 2024.

### **Angela Rayner**

- July was good at Youngs. Fall is anticipated to be good also.
- 875 Jeeps this past weekend. Shooting for 1,000 Jeeps next year.
- Wool Gathering is coming up.
- Carousel project underway. Building coming down October 31<sup>st</sup>.

### **Diana Cordle**

- The hotel is sold out for Phish.
- Watch Tower went well.
- Gearing up for Trans Am.
- Monte Carlo went great.
- Lots of Government and DOD at the hotel.

### **Jessica Noes**

- Staying busy.
- Restaurant is in full swing.
- Bourbon tasting and tequila tasting are coming up.

### **Joe Dick**

- Four weekends of Watch Tower Convention.
- Last weekend was WWE.
- 9/11- ROTC. Nutter Center is inviting people to walk the steps in honor of fallen soldiers.
- Phish has a nine-stop show tour.
- Numbers are good.
- Hired a box office manager.

### **Donna Saraga**

- Three networking events are coming up.
- Woman in Business has moved around this summer. Next week's is in Beavercreek at Happy Hangout.
- Next month will be at Emerge for a fashion show.
- The City's July 7<sup>th</sup> fireworks brought in 2,700 people, half coming from outside the Xenia zip code.
- Troni Brothers is doing great.
- A lot is happening at the 35 Gateway: Dunkin, Buffalo Wild Wings.
- The space downtown is under contract. We should see something happening before the end of the year.
- 95% sure the old Ramada will be demolished.

### **Wendy Rodgers**

- Business Development grant.
- Lunch Local is going strong. The last one was at Ritter's.
- The next Lunch Local will be at Clean Eats on 9/5, then at the Pizza Dive on 10/3.

- Business Breakfast was this morning. The next one will be in November.
- Coffee with Champions on Thursday mornings at 9 a.m.
- Young Professionals 4-6 at Brandberry Winery.
- Links at Buddies Flooring.
- Dick Sporting Good's moving into the old Elder Bearman's store.
- Coming up - Freddy's Steak Burgers.
- Golf Scramble is on 9/22 at Beaver Creek Golf Club.

### **Ryan Aubin**

- Occupancy and revenues are up over 2022 YTD.
- The management team just returned from Las Vegas World Market.
- Alex and Ryan will attend the Independent Hotel Show in Miami, FL.
- Annual Christmas in July video went up last week.
- September 16- The Cincy Brass Concert.
- October 29- HalloQueen Drag Brunch.
- November 3- Murder Mystery Dinner.
- November 23- Thanksgiving Dinner.
- November 24 & 25- Holiday Bazaar.
- December 10- Brunch with Santa.
- December 31- NYE Gala/ Brew & Bash.
- January 13- Dueling Pianos.
- Prime Rib is back at Ellie's on Fridays starting this past week.
- The all-new Christmas decorations started arriving last week.
- The Village Manager has recently announced his resignation.
- The Chamber has decided to hire a part-time Executive Director.
- Fall Street Fair planning is underway.
- YS Chamber will be overseeing the sunflower field this year.

### **Tom Kirsch**

- Moved block party out of downtown for the 3<sup>rd</sup> of July.
- Golf Tournament tomorrow with over 100 participants.
- Car show on the 17<sup>th</sup>. Typically, 300 cars.
- Fly-zone for Marathon.
- Flagpole has been replaced in front of the Chamber building.
- Veterans Memorial groundbreaking was Memorial Day.
- Blue grass event went well - very hot, frustrated businesses, no shade.

### **Jodi Martin**

- Golf outing - have 88 golfers.
- 9/30 Bellbrook Plaza - Small Business event.
- The Blueberry Café is moving across from Dot's.
- 10/14 - sponsoring Spellbrook in the park.
- Emerald Solutions ribbon cutting.
- 9/18 - Popeyes ribbon cutting.
- Craft show November 2<sup>nd</sup> at Bellbrook High School.

Motion to adjourn made by Dianna and seconded by Joe. The meeting adjourned at 10:21 am.

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

Employee Expense	<u>August 23</u>	Year to Date	Annual	Remaining Balance
Line Item				
Salaries	\$29,183.06	\$244,851.72	\$374,530.00	129,678.28
PERS	\$4,156.43	\$36,161.46	\$52,434.00	16,272.54
Health Insurance	\$6,043.39	\$59,955.80	\$99,727.00	39,771.20
Medicare	\$399.18	\$3,310.62	\$5,431.00	2,120.38
Dental	\$87.13	\$896.90	\$1,505.00	608.10
Life Insurance	\$43.45	\$426.60	\$569.00	142.40
Worker's Comp	\$278.44	\$2,336.14	3,745.00	1,408.86
<b>Total</b>	<b>40,191.08</b>	<b>347,939.24</b>	<b>537,941.00</b>	<b>190,001.76</b>
Line Item				
Utilities	\$434.91	\$3,583.70	\$6,394.84	2,811.14
Outside Services	\$25,214.60	\$44,236.11	\$84,882.56	40,646.45
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	\$406.33	\$3,588.99	\$6,400.00	2,811.01
Membership Dues	\$1,632.00	\$9,310.00	\$14,158.00	4,848.00
Equipment & Vehicles	\$0.00	\$8,516.82	\$17,000.00	8,483.18
Land/Grounds	\$0.00	\$0.00	0.00	0.00
Leases	\$960.87	\$6,335.43	\$12,500.00	6,164.57
Software	\$7,835.40	\$13,128.12	\$17,900.00	4,771.88
<b>Total</b>	<b>36,484.11</b>	<b>113,699.17</b>	<b>186,985.40</b>	<b>73,286.23</b>
Line Item				
Supplies	\$3,481.08	\$15,484.53	31,851.79	16,367.26
Travel & Training	\$3,154.28	\$19,016.33	\$42,100.00	23,083.67
Advertising & Print	\$21,089.02	\$140,453.24	\$258,833.41	118,380.17
Other	\$0.00	\$0.00	\$0.00	0.00
<b>Total</b>	<b>27,724.38</b>	<b>174,954.10</b>	<b>332,785.20</b>	<b>167,831.10</b>
Line Item				
Grants	\$2,500.00	\$74,907.59	\$85,800.00	10,892.41
<b>Total</b>	<b>2,500.00</b>	<b>74,907.59</b>	<b>85,800.00</b>	<b>10,892.41</b>
<b>Total Monthly Expenses</b>	<b>106,899.57</b>	<b>Total Remaining for 2023</b>		<b>432,011.50</b>

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

Employee Expense	September-23	Year to Date	Annual	Remaining Balance
Line Item				
Salaries	\$25,004.08	\$269,855.80	\$374,530.00	104,674.20
PERS	\$3,500.56	\$39,662.02	\$52,434.00	12,771.98
Health Insurance	\$6,043.39	\$65,999.19	\$99,727.00	33,727.81
Medicare	\$338.58	\$3,649.20	\$5,431.00	1,781.80
Dental	\$87.13	\$984.03	\$1,505.00	520.97
Life Insurance	\$43.45	\$470.05	\$569.00	98.95
Worker's Comp	\$238.56	\$2,574.70	3,745.00	1,170.30
Total	<u>35,255.75</u>	<u>383,194.99</u>	<u>537,941.00</u>	<u>154,746.01</u>
Facility Expense				
Line Item				
Utilities	\$449.23	\$4,032.93	\$6,394.84	2,361.91
Outside Services	\$18,798.12	\$63,034.23	\$84,882.56	21,848.33
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	\$337.37	\$3,926.36	\$6,400.00	2,473.64
Membership Dues	\$550.00	\$9,860.00	\$14,158.00	4,298.00
Equipment & Vehicles	\$0.00	\$8,516.82	\$17,000.00	8,483.18
Land/Grounds	\$0.00	\$0.00	0.00	0.00
Leases	\$1,344.57	\$7,680.00	\$12,500.00	4,820.00
Software	\$0.00	\$13,128.12	\$17,900.00	4,771.88
Total	<u>21,479.29</u>	<u>135,178.46</u>	<u>186,985.40</u>	<u>51,806.94</u>
Servicing Expense				
Line Item				
Supplies	\$1,758.78	\$17,243.31	31,851.79	14,608.48
Travel & Training	\$200.00	\$19,216.33	\$42,100.00	22,883.67
Advertising & Print	\$2,203.11	\$142,656.35	\$258,833.41	116,177.06
Other	\$0.00	\$0.00	\$0.00	0.00
Total	<u>4,161.89</u>	<u>179,115.99</u>	<u>332,785.20</u>	<u>153,669.21</u>
Chamber Grants				
Line Item				
Grants	\$5,500.00	\$80,407.59	\$85,800.00	5,392.41
Total	<u>5,500.00</u>	<u>80,407.59</u>	<u>85,800.00</u>	<u>5,392.41</u>
Total Monthly Expenses	66,396.93		Total Remaining for 2023	365,614.57

**2nd Quarter  
Greene County Hotel Lodging Tax**

*(Total through June 2023)*

<b>Hotel</b>	<b>Rooms</b>	<b>2022</b>	<b>2023</b>	<b>Variance</b>	<b>% change</b>
Arthur Morgan House	6	2,053.66	2742.46	688.80	33.54%
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	10955.10	441.47	4.20%
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	80748.43	15,986.45	24.68%
Home2 Suites	96	49,355.64	53545.70	4,190.06	8.49%
Home2 Suites BC	108	41,571.22	48457.87	6,886.65	16.57%
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	1138.23	1,138.23	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%

**Total** 2723 \$ 602,219.71 \$ 741,162.29 \$ 138,942.58 23.07%

\* Lacks June Payment

\*\*Lacks May and June

As of 10/3/2023

# Lacks 2nd Quarter Payment

## Lacks 1st and 2nd Quarter Payment



3rd Quarter  
Greene County Hotel Lodging Tax

July through September, 2023						
Hotel	Rooms	2022	2023		Variance	% change
Arthur Morgan House	6	5,247.24	3,511.21		(1,736.03)	-33.08%
BC Courtyard	94	873.15	27,385.61	#	26,512.46	100.00%
BC Residence Inn	100	75,409.26	50,795.69	#	(24,613.57)	-32.64%
Bergamo	61	3,642.67	4,489.19	#	846.52	23.24%
Clarion/Fairfield	63	17,232.27	16,767.58	*	(464.69)	-2.70%
Comfort Inn	68	18,531.46	13,178.45	**	(5,353.01)	-28.89%
Country Inn & Suites	69	41,757.29	38,733.16	*	(3,024.13)	-7.24%
Deerfield/Regency	19	3,372.62	3,857.53		484.91	14.38%
Extended Stay /Studio Plus	72	13,762.75	7,453.20	#	(6,309.55)	-45.85%
Fairborn Inn	149	4,645.52	4,908.00	*	262.48	5.65%
Glen Helen	6	45.96	0.00	##	(45.96)	-100.00%
Hampton	61	39,804.78	33,082.33	*	(6,722.45)	-16.89%
Hampton Xenia	88	64,983.09	65,380.42	*	397.33	0.61%
Hearthstone	20	12,778.22	8,323.16	#	(4,455.06)	-34.86%
Hilton Garden Inn	145	86,872.18	105,580.01	*	18,707.83	21.53%
Holiday Inn Express	87	52,900.40	57,586.90	*	4,686.50	8.86%
Holiday Inn I-675	203	104,061.01	112,673.50	*	8,612.49	8.28%
Home 2 Suites	96	78,990.46	71,714.01	*	(7,276.45)	-9.21%
Home 2 Suites Beavercreek	108	62,697.75	66,713.61	*	4,015.86	6.41%
Homewood Suites	128	0.00	0.00		0.00	100.00%
Hope Hotel	266	52,280.66	51,373.55	*	(907.11)	-1.74%
LaQuinta	56	4,114.49	4,222.36	#	107.87	2.62%
Mills Park	28	30,044.56	27,599.67	*	(2,444.89)	-8.14%
Ramada Xenia	88	15,095.32	0.00		(15,095.32)	-100.00%
Red Roof	109	24,857.12	22,091.87	*	(2,765.25)	-11.12%
Roadway/Quality Inn	86	13,140.54	15,045.37	*	1,904.83	14.50%
Sportslife/AIA	87	3,068.67	3,135.98	*	67.31	2.19%
Springhill Suites	200	89,000.50	83,901.69	*	(5,098.81)	-5.73%
The Spring	12	3,437.07	1,651.98	*	(1,785.09)	-51.94%
Suburban Lodge	102	9,447.44	4,137.38	*	(5,310.06)	-56.21%
TRU	109	68,092.89	44,378.07	*	(23,714.82)	-34.83%
Wingate	90	35,646.69	36,566.09	*	919.40	2.58%
Xenia Country Inn/Knights Inn	87	5,453.40	7,132.15	*	1,678.75	30.78%
<b>Total</b>	<b>2,876</b>	<b>\$ 1,041,287.43</b>	<b>\$ 993,369.72</b>		<b>-\$47,917.71</b>	<b>-4.60%</b>

\* Lacks September Payment

As of 10/3/2023

\*\* Lacks August and Septmeber Payments

# Lacks Third Quarter Payment

## Lacks Second and Third Quarter Payments

### Lacks First, Second, and Third Quarter Payments