

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

Wednesday, October 11, 2023

The meeting was called to order at 9:03 a.m.

In attendance

Eric Henry, Angela Rayner, Donna Saraga, Vicki Abel, Wendy Rodgers, Jodi Martin, Jessica Noes, Dianna Cordle, Ryan Aubin

Absent Jennifer Taylor, Joe Dick, Tom Kirsch

Approval of Minutes

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

Financial Review

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

Board Business

Lodging Revenue

- Second Quarter is up 18.07%, with a few payments missing.
- Third quarter is down 4.6%, several payments are missing.

Restructuring

- The staff has absorbed Allen's responsibilities since he has resigned.
- The past few months have been very busy.
- We still hope to fill Allen's position.

Staff Updates

Trans Am Nationals Wrap-Up

- The Cruise-In was a great success.
- There were ten food trucks and several vendors catering to the attendees.
- The band Stranger provided entertainment with a fantastic selection of 80's music.
- There was a lineup of 505 cars drawing in over 3,000 attendees at the Holiday Inn.
- 1,500 room nights were booked county-wide.
- Trans Am Nationals donated \$20,000 to the local Special Wish Foundation.

- The Trans Am Nationals stands as one of our region's largest and most impactful car shows. The car show itself and the associated cruise-in that extended into Tipp City collectively generated an estimated \$5 million in economic activity.

Air Force Marathon & Cycle Con

- The Air Force Marathon Expo took place at the Nutter Center and turned out great.
- The CVB booth was located on the floor level this year, which was great.
- Wendy and Chris from the Beavercreek Chamber helped work the booth.
- The marathon itself went great.
- Kevin will meet with event planners in a week to go over how we can better work with them moving forward.
- Kevin is still waiting on feedback from the event to get the actual economic impact numbers.
- Cycle Con was held on the same weekend as the Air Force Marathon.
- Cycle Con is a biking convention held throughout the United States and moves every two years, bringing in thousands of guests worldwide.
- They meet annually for two reasons: to buy and sell equipment and to engage in fraternal activities.
- This is their second year in our region. Last year, they were in Dayton and moved to Xenia this year.
- Typically, the event will move next year, but they are considering a return to the fairgrounds next year.
- Attendance was higher than expected, and guests really enjoyed the trails and how accommodating the community was for cycling.
- Kevin was very busy with both events but did a great job.

Advertising & Events

- We had a full-page ad in Compass Ohio Magazine and a full-page digital ad on their website promoting Clifton Mill.
- To date, the digital ad has sent over 800 clicks to our website.
- Larry created new display panels for the CVB lobby.
- Larry has created signs for Military reunions and sporting events this past month.

Social Media

- Kevin has been keeping up with our Facebook and social media posts.
- Kevin has spoken with our contact at Tourism Ohio to learn about our partnership and potential opportunities available through state funding.
- He also had a meeting with Marcus Thomas agency and learned about our search engine optimization and how it can work to improve our presence to potential visitors.
- Later this fall, Tourism Ohio will roll out its 2024 program. It is likely to be different than in years past since state funding has been reduced. We will likely see a cut in potential programming.
- Kevin is using messaging to promote our area to outside tourists.
- He also held a discussion with Bing Design out of Yellow Springs for a potential marketing partnership through the end of the year.

Round Table

Eric Henry

- Staffing is an issue - Intern posting.
- Budgeting season.
- Hired a firm to oversee Shop Local. But didn't feel good about it and parted ways.

Jessica Noes

- Getting ready for Christmas.
- Dec 6 - American Cancer Society Night. Survivors get in free.
- Bourbon Tasting was sold out last weekend.

Wendy Rodgers

- The September golf scramble was great.
- Ribbon cutting at Impact Garage.
- Freddie's and On-Par opening this month.
- Sheetz is under construction.
- Business Development grant - four awards this year.
- The last Lunch Local was at the Pizza Dive. The next one will be October 3rd at Which Wich.
- Young Professionals tomorrow at Red Lobster.
- October Business Links @ Courtyard and November Business Links @ Holiday Inn Fairborn.
- Tech Tuesday on October 24th & November 28th.
- Coffee with Champions - every week.
- Podcast is dropped every Wednesday morning.
- Looking for staff - 20/30 hours a week.

Ryan Aubin

- Street Fair just wrapped up.
- Brand new website for Street Fair.
- Christmas Tree Lighting.
- Looking for volunteers.
- Arthur Morgan House is no longer in business.
- Had great luck with Sinclair interns.
- Lots of upcoming events.
- Thanksgiving Dinner is half sold out.
- The next two weeks will be the busiest of the year. Two big weddings.
- Made great connections at the Independent Hotel show.
- The hotel is pink for breast cancer awareness in October.

Angela Rayner

- Charity bike tour raised 95,000 for charity.
- Wool gathering was good.
- Haunted wagon rides; pick your own pumpkins.
- November 1st building will be torn down to build carousel.
- The home across the street will be renovated for a new employee office.
- It has been a great year, back to 2019 numbers.

Dianna Cordle

- September was good.
- Government shutdown halted DOD travel.
- Fundraiser for Michael's House - raised \$2,600.
- Bowling groups in 2024.
- Staff shortage.
- Three winners for OH & LA - server, housekeeper, and front desk.

Donna Saraga

- Chamber Connect was canceled due to an uptick in COVID cases at the nursing home.
- Harvest on Main.
- Oktoberfest - live band in front of Devil Winds.
- Buffalo Wild Wings.
- Fifth Third Bank.
- Don Patron.
- October 19th - Women in Business.
- February 24th - Annual Dinner. The theme is old Hollywood glamour.

Jodi Martin

- Short staff.
- September 30th - Sugarcreek/ Bellbrook Community Day.
- This Saturday is Spellbrook Halloween Party.
- Annual craft show.
- November 2nd - Board elections.
- A couple of ribbon cuttings coming up.
- December 9th - Christmas in the park.

Motion to adjourn made by Ryan and seconded by Wendy. The meeting adjourned at 10:20 am.

2023
Operational Budget
Greene County Convention and Visitors Bureau

Employee Expense	October	Year to Date	Annual	Remaining Balance
Line Item				
Salaries	\$25,004.10	\$294,859.90	\$374,530.00	79,670.10
PERS	\$3,500.56	\$43,162.58	\$52,434.00	9,271.42
Health Insurance	\$6,043.39	\$72,042.58	\$99,727.00	27,684.42
Medicare	\$338.58	\$3,987.78	\$5,431.00	1,443.22
Dental	\$87.13	\$1,071.16	\$1,505.00	433.84
Life Insurance	\$43.45	\$513.50	\$569.00	55.50
Worker's Comp	\$0.00	\$2,574.70	3,745.00	1,170.30
Total	35,017.21	418,212.20	537,941.00	119,728.80
Facility Expense				
Line Item				
Utilities	\$407.98	\$4,440.91	\$6,394.84	1,953.93
Outside Services	\$1,325.60	\$64,359.83	\$84,882.56	20,522.73
In House Services (County)	\$0.00	\$0.00	\$0.00	0.00
Mortgage	\$0.00	\$25,000.00	\$25,000.00	0.00
Insurance	\$923.32	\$923.32	\$2,750.00	1,826.68
Phone & Web Support	\$402.06	\$4,328.42	\$6,400.00	2,071.58
Membership Dues	\$0.00	\$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	\$960.87	\$8,640.87	\$12,500.00	3,859.13
Software	\$0.00	\$13,128.12	\$17,900.00	4,771.88
Total	4,019.83	139,198.29	186,985.40	47,787.11
Servicing Expense				
Line Item				
Supplies	\$328.42	\$17,571.73	31,851.79	14,280.06
Travel & Training	\$0.00	\$19,216.33	\$42,100.00	22,883.67
Advertising & Print	\$22,339.27	\$164,995.62	\$258,833.41	93,837.79
Other	\$0.00	\$0.00	\$0.00	0.00
Total	22,667.69	201,783.68	332,785.20	131,001.52
Chamber Grants				
Line Item				
Grants	\$0.00	\$80,407.59	\$85,800.00	5,392.41
Total	0.00	80,407.59	85,800.00	5,392.41
Total Monthly Expenses	61,704.73		Total Remaining for 2023	303,909.84

2023
Operational Budget
Greene County Convention and Visitors Bureau

Employee Expense	November-23	Year to Date	Annual	Remaining Balance
Line Item				
Salaries	\$25,004.05	\$319,863.95	\$374,530.00	54,666.05
PERS	\$3,500.56	\$46,663.14	\$52,434.00	5,770.86
Health Insurance	\$6,043.39	\$78,085.97	\$99,727.00	21,641.03
Medicare	\$338.58	\$4,326.36	\$5,431.00	1,104.64
Dental	\$87.13	\$1,158.29	\$1,505.00	346.71
Life Insurance	\$43.45	\$556.95	\$569.00	12.05
Worker's Comp	\$477.12	\$3,051.82	3,745.00	693.18
Total	35,494.28	453,706.48	537,941.00	84,234.52
Facility Expense				
Line Item				
Utilities	\$405.77	\$4,846.68	\$6,394.84	1,548.16
Outside Services	\$1,779.60	\$66,139.43	\$84,882.56	18,743.13
In House Services (County)	\$0.00	\$0.00	\$0.00	0.00
Mortgage	\$0.00	\$25,000.00	\$25,000.00	0.00
Insurance	\$1,608.04	\$2,531.36	\$2,750.00	218.64
Phone & Web Support	\$338.20	\$4,666.62	\$6,400.00	1,733.38
Membership Dues	\$740.00	\$10,600.00	\$14,158.00	3,558.00
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	\$9,601.74	\$12,500.00	2,898.26
Software	\$2,735.00	\$15,863.12	\$17,900.00	2,036.88
Total	8,567.48	147,765.77	186,985.40	39,219.63
Servicing Expense				
Line Item				
Supplies	\$2,255.27	\$19,827.00	31,851.79	12,024.79
Travel & Training	\$399.00	\$19,615.33	\$42,100.00	22,484.67
Advertising & Print	\$24,883.00	\$189,878.62	\$258,833.41	68,954.79
Other	\$0.00	\$0.00	\$0.00	0.00
Total	27,537.27	229,320.95	332,785.20	103,464.25
Chamber Grants				
Line Item				
Grants	\$1,500.00	\$81,907.59	\$85,800.00	3,892.41
Total	1,500.00	81,907.59	85,800.00	3,892.41
Total Monthly Expenses	73,099.03		Total Remaining for 2023	230,810.81

2023
Operational Budget
Greene County Convention and Visitors Bureau

Employee Expense	December-23	Year to Date	Annual	Remaining Balance
Line Item				
Salaries	\$37,506.12	\$357,370.07	\$374,530.00	17,159.93
PERS	\$3,500.56	\$50,163.70	\$52,434.00	2,270.30
Health Insurance	\$6,043.39	\$84,129.36	\$99,727.00	15,597.64
Medicare	\$539.13	\$4,865.49	\$5,431.00	565.51
Dental	\$87.13	\$1,245.42	\$1,505.00	259.58
Life Insurance	\$43.45	\$600.40	\$569.00	-31.40
Worker's Comp	\$238.56	\$3,290.38	3,745.00	454.62
Total	47,958.34	501,664.82	537,941.00	36,276.18
Facility Expense				
Line Item				
Utilities	\$390.41	\$5,237.09	\$6,394.84	1,157.75
Outside Services	\$994.10	\$67,133.53	\$84,882.56	17,749.03
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	\$2,531.36	\$2,750.00	218.64
Phone & Web Support	\$338.20	\$5,004.82	\$6,400.00	1,395.18
Membership Dues	\$2,299.00	\$12,899.00	\$14,158.00	1,259.00
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	\$10,946.31	\$12,500.00	1,553.69
Software	\$0.00	\$15,863.12	\$17,900.00	2,036.88
Total	5,366.28	153,132.05	186,985.40	33,853.35
Servicing Expense				
Line Item				
Supplies	\$2,565.46	\$22,392.46	31,851.79	9,459.33
Travel & Training	\$142.73	\$19,758.06	\$42,100.00	22,341.94
Advertising & Print	\$21,710.72	\$211,589.34	\$258,833.41	47,244.07
Other	\$0.00	\$0.00	\$0.00	0.00
Total	24,418.91	253,739.86	332,785.20	79,045.34
Chamber Grants				
Line Item				
Grants	\$0.00	\$81,907.59	\$85,800.00	3,892.41
Total	0.00	81,907.59	85,800.00	3,892.41

Total Monthly Expenses 77,743.53

Total Remaining for 2023

153,067.28

2024
Operational Budget
Greene County Convention and Visitors Bureau

Employee Expense	January-24	Year to Date	Annual	Remaining Balance
Line Item				
Salaries	\$25,753.52	\$25,753.52	\$385,517.00	359,763.48
PERS	\$5,303.31	\$5,303.31	\$53,972.00	48,668.69
Health Insurance	\$6,043.39	\$6,043.39	\$84,600.00	78,556.61
Medicare	\$349.45	\$349.45	\$5,590.00	5,240.55
Dental	\$87.13	\$87.13	\$977.00	889.87
Life Insurance	\$43.45	\$43.45	\$664.00	620.55
Worker's Comp	\$245.71	\$245.71	3,470.00	3,224.29
Total	37,825.96	37,825.96	534,790.00	496,964.04
Facility Expense				
Line Item				
Utilities	\$483.85	\$483.85	\$6,809.59	6,325.74
Outside Services	\$6,649.00	\$6,649.00	\$90,276.00	83,627.00
In House Services (County)	\$0.00	\$0.00	\$0.00	0.00
Mortgage	\$25,000.00	\$25,000.00	\$25,000.00	0.00
Insurance	\$0.00	\$0.00	\$2,750.00	2,750.00
Phone & Web Support	\$338.19	\$338.19	\$6,761.80	6,423.61
Membership Dues	\$5,650.00	\$5,650.00	\$13,828.00	8,178.00
Equipment & Vehicles	\$0.00	\$0.00	\$1,500.00	1,500.00
Land/Grounds	\$0.00	\$0.00	0.00	0.00
Leases	\$960.87	\$960.87	\$14,919.51	13,958.64
Software	\$0.00	\$0.00	\$14,900.00	14,900.00
Total	39,081.91	39,081.91	176,744.90	137,662.99
Servicing Expense				
Line Item				
Supplies	\$1,431.11	\$1,431.11	35,888.32	34,457.21
Travel & Training	\$1,890.00	\$1,890.00	\$45,995.00	44,105.00
Advertising & Print	\$24,697.73	\$24,697.73	\$233,777.65	209,079.92
Other	\$0.00	\$0.00	\$0.00	0.00
Total	28,018.84	28,018.84	315,660.97	287,642.13
Chamber Grants				
Line Item				
Grants	\$44,500.00	\$44,500.00	\$90,300.00	45,800.00
Total	44,500.00	44,500.00	90,300.00	45,800.00

Total Monthly Expenses 149,426.71

Total Remaining for 2024

968,069.16

Lodging Revenue Comparison 2021/2022
January through December, 2022

4th Quarter
Greene County Hotel Lodging Tax

Hotel	Rooms	2022	2023	Variance	% change
Arthur Morgan House	6	6,928.44	3,511.21	(3,417.23)	-49.32%
BC Courtyard	94	873.15	72,689.09	71,815.94	100.00%
BC Residence Inn	100	99,722.01	101,537.62	1,815.61	1.82%
Bergamo	61	6,157.19	8,176.74	2,019.55	32.80%
Clarion / Fairfield	63	24,131.38	21,787.36	(2,344.02)	-9.71%
Comfort Inn	68	23,377.62	21,767.52	(1,610.10)	-6.89%
Country Inn & Suites	69	50,916.95	57,575.06	6,658.11	13.08%
Deerfield / Regency	19	5,176.44	3,857.53	(1,318.91)	-25.48%
Extended Stay / Studio Plus	72	17,242.47	12,840.66	(4,401.81)	-25.53%
Fairborn Inn	149	6,283.06	8,891.92	2,608.86	41.52%
Glen Helen	6	45.96	0.00	(45.96)	-100.00%
Hampton	61	49,472.13	48,903.05	(569.08)	-1.15%
Hamton Xenia	88	84,326.45	94,720.41	10,393.96	12.33%
Hearthstone	20	17,035.00	12,712.79	(4,322.21)	-25.37%
Hilton Garden Inn	145	117,238.72	149,911.10	32,672.38	27.87%
Holiday Inn Express		70,207.51	82,727.41	12,519.90	17.83%
Holiday Inn I-675	203	132,222.30	157,671.81	25,449.51	19.25%
Home2 Suites	96	103,812.03	103,262.69	(549.34)	-0.53%
Home2 Suites Beaver Creek	108	77,681.07	98,793.57	21,112.50	27.18%
Homewood Suites	128	0.00	0.00	0.00	100.00%
Hope Hotel	266	64,034.83	69,094.06	5,059.23	7.90%
LaQuinta	56	5,831.02	6,904.10	1,073.08	18.40%
Mills Park	28	44,596.21	41,721.46	(2,874.75)	-6.45%
Roadway/Quality Inn	86	18,284.67	21,720.35	3,435.68	18.79%
Red Roof	109	32,912.79	30,911.51	(2,001.28)	-6.08%
Sportslife / AIA	87	3,898.21	4,100.90	202.69	5.20%
Springhill Suites	200	110,754.09	124,312.31	13,558.22	12.24%
Springs Motel	12	4,603.61	2,512.56	(2,091.05)	-45.42%
Suburban Lodge/Fairfield Lodging	102	11,280.04	6,311.05	(4,968.99)	-44.05%
Tru	109	85,192.72	68,009.19	(17,183.53)	-20.17%
Wingate	90	44,314.29	48,817.26	4,502.97	10.16%
Xenia Country Inn	87	8,070.64	15,026.56	6,955.92	86.19%
Total	2,788	\$ 1,326,623.00	\$ 1,500,778.85	174,155.85	13.13%

As of: 2/6/2024

* Lacks December Payment

** Lacks Oct and Nov Payment

Lacks Fourth Quarter Payment

Lacks Third and Fourth Quarter Payment

Lacks second, third, & fourth quarter payment