

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

Wednesday, February 8, 2023

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

In attendance

Eric Henry, Angela Rayner, Jennifer Taylor, Donna Saraga, Dan Kirkpatrick, Vicki Abel, Jessica Noes, Diana Cordle, Brandon Hays, Ryan Aubin, and Jodi Martin

Absent Wendy Rodgers

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 Dianna and seconded by Jessica. The motion was passed.

Board Business

Lodging Revenue

- Third Quarter is up 16.53%.
- Fourth Quarter is up 17.23%

Advertising & Visitors Guide

- Larry has been working on a redesign of our Visitors Guide and new graphics for some of the inside pages.
- Everyone has been working on updating listings inside the Visitors Guide.
- Larry created two full-page ads for Compass Ohio Magazine.
- He also created new display panels for the Dayton Airport.
- Larry created new pins for Hamvention and keychains for Trans Am Nationals and Hamvention.
- He also helped design the Xenia Chamber's Annual Awards Dinner invitations.

Travel & Tourism Research Numbers

- Prior to the pandemic, Travel and Tourism accounted for 1 in 4 new jobs worldwide, 10.3% of all jobs (333 million), and 10.3% of global GDP (9.6 trillion).
- International visitor spending amounted to \$1.8 trillion in 2019.
- Following a loss of almost 4.9 trillion in 2020, travel and tourism's contribution to GDP increased by \$1 trillion in 2021.
- In 2020, 62 million jobs were lost, a drop of 18.6%. 18.2 million jobs were recovered in 2021, representing an increase of 6.7% year-on-year.
- Following a decrease of 47.4% in 2020, domestic visitor spending increased by 31.4% in 2021.

- Following a decrease of 69.7% in 2020, international visitor spending rose by 3.8% in 2021.
- Numbers are not in yet for 2022 but are expected to increase dramatically.

Staff Updates

Hamvention Updates

- Jessica has been busy talking and meeting with Hamvention planners.
- Kathleen and Jess attended the last Hamvention Meeting; the committee meets monthly to discuss every committee plan and issue.
- We will be looking for volunteers to help at the fairgrounds, handing out visitor information and sitting in the tent to answer questions.
- The annual Hamvention pin has been ordered.
- Jessica has been calling around for room availability and rates to post on the website.
- Greene County won the bid to host the 2024 ARRL National Convention in conjunction with the 2024 Dayton Hamvention, this has the potential of bringing in 400 more attendees.

Advertising, Education, & Events

- Kathleen and Jessica received valuable information from the Destinations International Convention in Minnesota.
- Jessica is seeing this information again in the Destinations International educational courses she has been working on for the past month.
- Kathleen and Jessica have learned that the focus on travel for 2023 is going towards community, staying closer to home, and engaging in more outdoor activities.
- Four of our team members are taking various educational courses through Simpleview or Destinations International. They will complete these classes to obtain certifications.
- Four new stores are opening at the Fairfield Commons Mall.
- Kevin has been busy working with WGI and trying to find more practice sites for the different groups.
- Kevin is also working on a contractual deal with a US Twirling event.
- We are starting a quarterly calendar to put out at our hotels and on our website with more community-type events.
- The Air Force Museum turns 100 years old this year, and they are doing lots of special events to celebrate.

Social Media

- Kevin has kept Facebook posts up to date throughout the holidays and into the New Year.
- Allen has kept us safe from all threats and vulnerabilities.
- In October, November, and December, we exceeded industry benchmarks again through our SEM campaign with Tourism Ohio.
- Through this campaign, our search ads reached more than 507,000 users and brought 33,372 new visitors to our website in 2022.

New Business

Eric Henry

- May 5th- Report to the community.

Angela Rayner

- Two new car shows.
- Might have an indoor facility for the winter.

Jennifer Taylor

- Met with Corporate Office- many changes coming.
- Business is picking up.
- Hired a new chef.
- In need of a new sales manager.

Jessica Noes

- Christmas brought in a new ticket sales record.
- Bourbon tasting in May.
- June car show.

Diana Cordle

- Staying busy, lots of government travelers and contractors from the base.
- Restaurant has been busy.
- Getting ready for JROTC.
- April- Winter Guard International.
- May- Hamvention and Graduations.
- New sales manager.

Brandon Hays

- The Base has a new bomb-defusing robot.
- Two basketball games upcoming this week.
- Cody Johnson is sold out on March 24th.

Ryan Aubin

- Adding a firepit.
- Weekends are completely sold out for the year.
- A wedding has taken over the hotel for May.

Donna Saraga

- Annual Awards Banquet- February 25th.
- Started a new Chamber Connect.
- Golf outing May 17th.

Dan Kirkpatrick

- UFO event in May.
- Chamber Chats- February 16th.

Jodi Martin

- Moved meetings to every other month.
- March 2nd and 3rd Casino Night at Sugar Valley.
- May 5th- Garage sales.
- Focusing on marketing and IT issues.
- Jumpfest at Skydive Greene County last weekend in April.

Mark Heise

- Street Fair will be on the 2nd Saturday in June and October.
- 4th of July will be a larger all-day event.
- Planning on overnight camping spots coming in the Spring of 2024.

Motion to adjourn made by Dan and seconded by Donna. The meeting adjourned at 10:19 am.

2023
Operational Budget
Greene County Convention and Visitors Bureau

Employee Expense	February-23	Year to Date	Annual	Remaining Balance
Line Item				
Salaries	\$28,737.98	\$57,397.98	\$374,530.00	317,132.02
PERS	\$4,017.86	\$9,907.30	\$52,434.00	42,526.70
Health Insurance	\$7,978.17	\$15,956.34	\$99,727.00	83,770.66
Medicare	\$384.73	\$768.33	\$5,431.00	4,662.67
Dental	\$120.44	\$240.88	\$1,505.00	1,264.12
Life Insurance	\$55.30	\$110.60	\$569.00	458.40
Worker's Comp	\$274.19	\$547.64	3,745.00	3,197.36
Total	41,568.67	84,929.07	537,941.00	453,011.93
Facility Expense				
Line Item				
Utilities	\$508.19	\$1,003.88	\$6,495.47	5,491.59
Outside Services	\$1,964.00	\$3,505.25	\$93,580.00	90,074.75
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	\$606.04	\$1,081.84	\$6,400.00	5,318.16
Membership Dues	\$2,250.00	\$7,678.00	\$14,158.00	6,480.00
Equipment & Vehicles	\$48.00	\$48.00	\$17,000.00	16,952.00
Land/Grounds	\$0.00	\$0.00	0.00	0.00
Leases	\$407.31	\$814.62	\$12,500.00	11,685.38
Software	\$1,740.00	\$1,740.00	\$17,900.00	16,160.00
Total	7,523.54	40,871.59	195,783.47	154,911.88
Servicing Expense				
Line Item				
Supplies	\$520.69	\$1,565.51	37,177.82	35,612.31
Travel & Training	\$0.00	\$567.49	\$47,100.00	46,532.51
Advertising & Print	\$22,585.78	\$46,610.90	\$267,285.00	220,674.10
Other	\$0.00	\$0.00	\$0.00	0.00
Total	23,106.47	48,743.90	351,562.82	302,818.92
Chamber Grants				
Line Item				
Grants	\$10,000.00	\$32,500.00	\$85,800.00	53,300.00
Total	10,000.00	32,500.00	85,800.00	53,300.00
Total Monthly Expenses	82,198.68		Total Remaining for 2023	964,042.73

2023
Operational Budget
Greene County Convention and Visitors Bureau

Employee Expense	March-23	Year to Date	Annual	Remaining Balance
Line Item				
Salaries	\$28,737.99	\$86,135.97	\$374,530.00	288,394.03
PERS	\$4,023.32	\$13,930.62	\$52,434.00	38,503.38
Health Insurance	\$7,978.17	\$23,934.51	\$99,727.00	75,792.49
Medicare	\$384.74	\$1,153.07	\$5,431.00	4,277.93
Dental	\$120.44	\$361.32	\$1,505.00	1,143.68
Life Insurance	\$55.30	\$165.90	\$569.00	403.10
Worker's Comp	\$274.19	\$821.83	3,745.00	2,923.17
Total	41,574.15	126,503.22	537,941.00	411,437.78
Facility Expense				
Line Item				
Utilities	\$447.80	\$1,451.68	\$6,495.47	5,043.79
Outside Services	\$6,033.75	\$9,539.00	\$93,580.00	84,041.00
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	\$475.70	\$1,557.54	\$6,400.00	4,842.46
Membership Dues	\$0.00	\$7,678.00	\$14,158.00	6,480.00
Equipment & Vehicles	\$686.89	\$734.89	\$17,000.00	16,265.11
Land/Grounds	\$0.00	\$0.00	0.00	0.00
Leases	\$383.70	\$1,198.32	\$12,500.00	11,301.68
Software	\$0.00	\$1,740.00	\$17,900.00	16,160.00
Total	8,027.84	48,899.43	195,783.47	146,884.04
Servicing Expense				
Line Item				
Supplies	\$531.53	\$2,097.04	37,177.82	35,080.78
Travel & Training	\$1,395.00	\$1,962.49	\$47,100.00	45,137.51
Advertising & Print	\$17,668.79	\$64,279.69	\$267,285.00	203,005.31
Other	\$0.00	\$0.00	\$0.00	0.00
Total	19,595.32	68,339.22	351,562.82	283,223.60
Chamber Grants				
Line Item				
Grants	\$15,000.00	\$47,500.00	\$85,800.00	38,300.00
Total	15,000.00	47,500.00	85,800.00	38,300.00
Total Monthly Expenses	84,197.31		Total Remaining for 2023	879,845.42

**4th Quarter
 Greene County Hotel Lodging Tax**

Hotel	Rooms	2021	2022	Variance	% change
Arthur Morgan House	6	5,889.90	6,928.44	1,038.54	17.63%
BC Courtyard	94	49,988.66	873.15	(49,115.51)	-98.25%
BC Residence Inn	100	49,506.77	99,722.01	50,215.24	100.00%
Bergamo	61	4,461.23	6,157.19	1,695.96	38.02%
Clarion / Fairfield	63	18,383.41	24,131.38	5,747.97	31.27%
Comfort Inn	68	17,985.72	23,377.62	5,391.90	29.98%
Country Inn & Suites	69	49,142.63	53,483.98	4,341.35	8.83%
Deerfield / Regency	19	4,069.51	5,176.44	1,106.93	27.20%
Extened Stay / Studio Plus	72	12,988.24	17,242.47	4,254.23	32.75%
Fairborn Inn	149	5,945.59	6,283.06	337.47	5.68%
Glen Helen	6	18.00	45.96	27.96	100.00%
Hampton	61	43,007.58	49,472.13	6,464.55	15.03%
Hamton Xenia	88	60,848.94	84,326.45	23,477.51	38.58%
Hearthstone	20	15,828.75	17,035.00	1,206.25	7.62%
Hilton Garden Inn	145	67,089.20	117,238.72	50,149.52	74.75%
Holiday Inn Express		31,240.05	70,207.51	38,967.46	100.00%
Holiday Inn I-675	203	89,732.23	132,222.30	42,490.07	47.35%
Home2 Suites	96	79,959.26	103,812.03	23,852.77	29.83%
Home2 Suites Beaver creek	108	79,467.53	83,114.99	3,647.46	4.59%
Homewood Suites	128	0.00	0.00	0.00	100.00%
Hope Hotel	266	83,163.95	64,034.83	(19,129.12)	-23.00%
LaQuinta	56	6,549.37	5,831.02	(718.35)	-10.97%
Mills Park	28	36,259.64	44,596.21	8,336.57	22.99%
Ramada Xenia	88	17,224.75	16,670.82	(553.93)	-3.22%
Roadway/Quality Inn	86	14,059.47	18,284.67	4,225.20	30.05%
Red Roof	109	30,721.40	32,912.79	2,191.39	7.13%
Sportslife / AIA	87	1,881.43	3,898.21	2,016.78	100.00%
Springhill Suites	200	92,714.47	117,519.15	24,804.68	26.75%
Springs Motel	12	0.00	4,603.61	4,603.61	100.00%
Suburban Lodge/Fairfield Lodging	102	15,106.49	11,280.04	(3,826.45)	-25.33%
Tru	109	68,785.26	85,192.72	16,407.46	23.85%
Wingate	90	39,362.81	44,314.29	4,951.48	12.58%
Xenia Country Inn	87	8,093.84	8,070.64	(23.20)	-0.29%
Total	2,876	\$ 1,101,497.08	\$ 1,358,059.83	258,583.75	23.48%

As of: 3/23/2023

* Lacks December Payment

** Lacks Oct and Nov Payment

Lacks Fourth Quarter Payment

Lacks Third and Fourth Quarter Payment

Lacks second, third, & fourth quarter payment

1st Quarter 2022
Greene County Hotel Lodging Tax

January through March, 2023						
Hotel	Rooms	2022	2023		Variance	% change
Arthur Morgan House	6	915.30		#	(915.30)	-100.00%
BC Courtyard	94	873.15		#	(873.15)	-100.00%
BC Residence Inn	100	19798.20		#	(19,798.20)	-100.00%
Bergamo	61	1492.99		#	(1,492.99)	-100.00%
Comfort Inn - Bright Horizon	68	3253.06	1941.40	*	(1,311.66)	-40.32%
Clarion/Fairfield	63	3042.19	1827.47	*	(1,214.72)	-39.93%
Country Inn & Suites	69	9916.72	6153.59	*	(3,763.13)	-37.95%
Deerfield/Regency	19	888.94	1110.28	*	221.34	24.90%
Extended Stay America/Studio Plus	72	4024.25	2176.29	*	(1,847.96)	-45.92%
Fairborn Inn	149	1045.95	795.00	*	(250.95)	-23.99%
Glen Helen	6	0.00		#	0.00	100.00%
Hampton	61	9317.77	6287.65	*	(3,030.12)	-32.52%
Hampton Inn Xenia	88	12148.47	9823.79	*	(2,324.68)	-19.14%
Hearthstone	20	3301.81		#	(3,301.81)	-100.00%
Hilton Garden Inn	145	18409.64	9289.67	**	(9,119.97)	-49.54%
Holiday Inn Express		9225.03	8967.45	*	(257.58)	-2.79%
Holiday Inn I-675	203	21141.09	18633.87	*	(2,507.22)	-11.86%
Home2 Suites	96	17797.19	13739.29	*	(4,057.90)	-22.80%
Home2 Suites BC	108	16151.16	10701.97	*	(5,449.19)	-33.74%
Homewood Suites	128	0.00	0.00	*	0.00	100.00%
Hope Hotel	265	5118.11	4307.64	*	(810.47)	-15.84%
LaQuinta	56	787.24		#	(787.24)	-100.00%
Mills Park	28	5684.14	4214.65	*	(1,469.49)	-25.85%
Rodeway Inn/Quality Inn	86	1548.98	1158.28	*	(390.70)	-25.22%
Red Roof	109	5342.32	4119.34	*	(1,222.98)	-22.89%
Sportslife Inc/AIA	87	283.20	18.69	*	(264.51)	-93.40%
Springhill Suites	118	19099.95		#	(19,099.95)	-100.00%
Springs Motel	12	0.00		#	0.00	100.00%
Suburban Lodge	102	3306.99	370.97	*	(2,936.02)	-88.78%
TRU	109	25628.92	8421.76	*	(17,207.16)	-67.14%
Wingate	90	6775.01	4637.93	*	(2,137.08)	-31.54%
Xenia Country Inn/Knights Inn	87	1350.90	1606.93	*	256.03	18.95%
Total	2,705	\$ 227,668.67	\$ 120,303.91		-\$107,364.76	-47.16%

* Lacks March Payment

** Lacks February and March Payment

Lacks 1st Quarter Payment

As of 4/3/2023