

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

Wednesday, April 12, 2023

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

In attendance

Angela Rayner, Dan Kirkpatrick, Diana Cordle, Donna Saraga, Vicki Abel, Wendy Rodgers, Jennifer Taylor, Jodi Martin, Ryan Aubin

Guest Speaker Dan Edwards

Absent Jessica Noes, Eric Henry, Nutter Center

Approval of Minutes

A motion to approve the August board meeting minutes was made by Diana and seconded by Dan.

Financial Review

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

Board Business

Lodging Revenue

- Ended last year at 23.48%
- It is too early in the first quarter to provide a total.

New CVB Visitor Guides and Larry's Report

- Larry had revisions to make after receiving lots of feedback from everyone.
- The visitor Guide has been sent off to be printed. We are hoping to get it back before Hamvention.
- We are limiting printing to 11,000 in case any revisions need to be made.
- Larry has worked closely with the Department of Development on this year's Annual Report to the Community.

Staff Updates

Hamvention Updates

- Kathleen and Jessica have been attending the monthly Hamvention Meetings.
- The Hamvention has lost four top committee members in the last four months.
- This year's pin has come in that Larry designed.
- This Year is expected to bring in more international travelers.

Advertising, Education, & Events

- Larry Created a full-page ad in the Compass Ohio Magazine for this Spring.
- He also created welcome signs for Jr. ROTC and Mills Park Hotel for their Easter Brunch and Yellow Spring's Chamber meeting event.
- Kevin has been busy getting things ready for Winter Guard International, which will be taking place at the Nutter Center.
- He also took an event planner for a 2024 US Twirling event on a site visit.
- Kevin has had monthly meetings with the Nutter Center to maintain a close relationship and be informed on upcoming events.

Social Media

- Kevin has done an excellent job keeping our Facebook posts up to date over the past few months.
- Numbers show that our social media presence has increased significantly, with our Facebook reach going up 89%, page likes up 82%, and total page visits up by 46%.
- Numbers for our SEM campaign continue to exceed industry benchmarks for February and March.
- Year-to-date, our search ads have reached over 80,000 users, bringing 8,030 new visitors to our website.

Round Table

Angela Rayner

- 40th Annual Easter Egg Hunt brought in a few thousand people.
- Getting ready for summer- 5k, street fair, car shows.
- Groundbreaking on the new project might begin next year.

Jennifer Taylor

- Next Wednesday is Trivia night.
- Going to start events on the patio in May/June.
- Packy's is now open for breakfast, lunch, and dinner.
- Renovations in June.
- 12 events with WPAFB.

Donna Saraga

- Military Affairs Report.
- Golf Outing May 17th @ Jasper Hills Golf Club.
- Vintage Market Days April 21-22.
- Xenia Spring Fling April 29th.
- May 5th-7th World Affair @ Greene County Fairgrounds.
- June 9th Legislative Breakfast @ the Greene County Career Center.

Wendy Rodgers

- 4/13- Young Professionals event.
- 4/18- Workers' comp 101 Luncheon.
- 4/20 Business Links @ 4 paws.
- 4/25- Tech Tuesday.
- 4/26 Dayton Dragons Chamber night \$30 tickets.
- Coffee with Champions on Thursdays.
- Started lunch local every 1st Tuesday of the month.
- 5/11- Ribbon cutting at Courtyard.
- 5/18- Business Links @ Midwest Shooting.

Dan Kirkpatrick

- UFO Festival changed the date to September 22nd-24th @ Hope Hotel.
- 50th annual golf outing.
- 4/20- Chamber Chat.
- Chamber Education Program in full swing.
- 4/14- Annual Awards Banquet.
- 4/19- Last day at Chamber- retiring.

Diana Cordle

- WGI has been challenging.
- Hotel is sold out for multiple events.
- Dawn is leaving, and Melissa is the new Sales Manager.
- Car show coming soon.

Ryan Aubin

- Painted the porch @ Hotel.
- Easter Brunch was great.
- Mother's Day Brunch is coming up.
- Quarter 1 ended 18% higher than last year.
- Sold out until after Labor Day.
- Changed policy for room blocks.

Jodi Martin

- Sugar Maple Festival April 21st-22nd.
- May 4th-6th Community garage sales.
- Casino night was a big hit.
- November- Craft Show.
- June-August Music in the park.
- Halloween in the park.

Motion to adjourn made by Donna and seconded by Dan. The meeting adjourned at 10:45 am.

2023
Operational Budget
Greene County Convention and Visitors Bureau

Employee Expense	April-23	Year to Date	Annual	Remaining Balance
Line Item				
Salaries	\$28,519.85	\$114,655.82	\$374,530.00	259,874.18
PERS	\$4,023.32	\$17,953.94	\$52,434.00	34,480.06
Health Insurance	\$7,978.17	\$31,912.68	\$99,727.00	67,814.32
Medicare	\$381.57	\$1,534.64	\$5,431.00	3,896.36
Dental	\$120.44	\$481.76	\$1,505.00	1,023.24
Life Insurance	\$55.30	\$221.20	\$569.00	347.80
Worker's Comp	\$272.11	\$1,093.94	3,745.00	2,651.06
Total	41,350.76	167,853.98	537,941.00	370,087.02
Facility Expense				
Line Item				
Utilities	\$464.96	\$1,916.64	\$6,495.47	4,578.83
Outside Services	\$4,469.60	\$14,008.60	\$93,580.00	79,571.40
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	\$336.10	\$1,893.64	\$6,400.00	4,506.36
Membership Dues	\$0.00	\$7,678.00	\$14,158.00	6,480.00
Equipment & Vehicles	\$7,615.95	\$8,350.84	\$17,000.00	8,649.16
Land/Grounds	\$0.00	\$0.00	0.00	0.00
Leases	\$834.99	\$2,033.31	\$12,500.00	10,466.69
Software	\$0.00	\$1,740.00	\$17,900.00	16,160.00
Total	13,721.60	62,621.03	195,783.47	133,162.44
Servicing Expense				
Line Item				
Supplies	\$2,598.30	\$4,695.34	37,177.82	32,482.48
Travel & Training	\$466.96	\$2,429.45	\$47,100.00	44,670.55
Advertising & Print	\$2,783.39	\$67,063.08	\$267,285.00	200,221.92
Other	\$0.00	\$0.00	\$0.00	0.00
Total	5,848.65	74,187.87	351,562.82	277,374.95
Chamber Grants				
Line Item				
Grants	\$1,093.92	\$48,593.92	\$85,800.00	37,206.08
Total	1,093.92	48,593.92	85,800.00	37,206.08
Total Monthly Expenses	62,014.93		Total Remaining for 2023	817,830.49

2023
Operational Budget
Greene County Convention and Visitors Bureau

Employee Expense	May-23	Year to Date	Annual	Remaining Balance
Line Item				
Salaries	\$28,738.00	\$143,393.82	\$374,530.00	231,136.18
PERS	\$3,992.79	\$21,946.73	\$52,434.00	30,487.27
Health Insurance	\$7,978.17	\$39,890.85	\$99,727.00	59,836.15
Medicare	\$384.74	\$1,919.38	\$5,431.00	3,511.62
Dental	\$120.44	\$602.20	\$1,505.00	902.80
Life Insurance	\$55.30	\$276.50	\$569.00	292.50
Worker's Comp	\$274.19	\$1,368.13	3,745.00	2,376.87
Total	41,543.63	209,397.61	537,941.00	328,543.39

Facility Expense				
Line Item				
Utilities	\$414.12	\$2,330.76	\$6,495.47	4,164.71
Outside Services	\$3,097.24	\$17,105.84	\$93,580.00	76,474.16
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	\$476.46	\$2,370.10	\$6,400.00	4,029.90
Membership Dues	\$0.00	\$7,678.00	\$14,158.00	6,480.00
Equipment & Vehicles	\$0.00	\$8,350.84	\$17,000.00	8,649.16
Land/Grounds	\$0.00	\$0.00	0.00	0.00
Leases	\$407.31	\$2,440.62	\$12,500.00	10,059.38
Software	\$3,552.72	\$5,292.72	\$17,900.00	12,607.28
Total	7,947.85	70,568.88	195,783.47	125,214.59

Servicing Expense				
Line Item				
Supplies	\$3,220.54	\$7,915.88	37,177.82	29,261.94
Travel & Training	\$3,885.00	\$6,314.45	\$47,100.00	40,785.55
Advertising & Print	\$24,073.00	\$91,136.08	\$267,285.00	176,148.92
Other	\$0.00	\$0.00	\$0.00	0.00
Total	31,178.54	105,366.41	351,562.82	246,196.41

Chamber Grants				
Line Item				
Grants	\$4,600.00	\$53,193.92	\$85,800.00	32,606.08
Total	4,600.00	53,193.92	85,800.00	32,606.08

Total Monthly Expenses	85,270.02	Total Remaining for 2023	732,560.47
-------------------------------	------------------	---------------------------------	-------------------

**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	4448.88		3,575.73	100.00%
BC Residence Inn	100	19798.20	21646.36		1,848.16	9.33%
Bergamo	61	1492.99	2036.69		543.70	36.42%
Comfort Inn - Bright Horizon	68	3253.06	3598.38		345.32	10.62%
Clarion/Fairfield	63	3042.19	3764.87		722.68	23.76%
Country Inn & Suites	69	9916.72	11342.00		1,425.28	14.37%
Deerfield/Regency	19	888.94	1799.90		910.96	100.00%
Extended Stay America/Studio Plus	72	4024.25	4042.27		18.02	0.45%
Fairborn Inn	149	1045.95	1297.12		251.17	24.01%
Glen Helen	6	0.00	0.00		0.00	100.00%
Hampton	61	9317.77	11562.31		2,244.54	24.09%
Hampton Inn Xenia	88	12148.47	17429.56		5,281.09	43.47%
Hearthstone	20	3301.81	3402.23		100.42	3.04%
Hilton Garden Inn	145	18409.64	33578.30		15,168.66	82.40%
Holiday Inn Express		9225.03	16220.48		6,995.45	75.83%
Holiday Inn I-675	203	21141.09	34849.18		13,708.09	64.84%
Home2 Suites	96	17797.19	22522.67		4,725.48	26.55%
Home2 Suites BC	108	16151.16	19117.97		2,966.81	18.37%
Homewood Suites	128	0.00	0.00		0.00	100.00%
Hope Hotel	265	5118.11	11180.16		6,062.05	100.00%
LaQuinta	56	787.24	1358.68		571.44	72.59%
Mills Park	28	5684.14	6944.12		1,259.98	22.17%
Ramada Xenia	88	2852.76	0.00		(2,852.76)	-100.00%
Rodeway Inn/Quality Inn	86	1548.98	2903.86		1,354.88	87.47%
Red Roof	109	5342.32	7023.84		1,681.52	31.48%
Sportslife Inc/AIA	87	283.20	18.69		(264.51)	-93.40%
Springhill Suites	118	19099.95	26416.54		7,316.59	38.31%
Springs Motel	12	0.00	268.50		0.00	100.00%
Suburban Lodge	102	3306.99	691.26		(2,615.73)	-79.10%
TRU	109	25628.92	14175.44		(11,453.48)	-44.69%
Wingate	90	6775.01	8757.03		1,982.02	29.25%
Xenia Country Inn/Knights Inn	87	1350.90	1606.93	*	256.03	18.95%
Total	2,793	\$ 230,521.43	\$ 294,004.22		\$63,214.29	27.42%

* Lacks March Payment

** Lacks February and March Payment

Lacks 1st Quarter Payment

As of 6/6/2023