

Greene County Convention and Visitors Bureau Executive Board Meeting

Wednesday, February 12, 2024

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

In attendance

Jason Foster, Mary Ciesa, Ryan Aubin, Angela Rayner, Donna Saraga, Jessica Noes, Kert Radel, Mark Sigman

Absent Wendy Rodgers, Vicki Abel, Phillip O'Rourke, Dianna Cordle

Approval of Minutes

A motion to approve the October board meeting minutes was made by Donna and seconded by Mary.

Financial Review

The Board received copies of October, November, December, and January. A motion to approve was made by Angela and seconded by Ryan. The motion was passed.

Board Business

Lodging Revenue

- The third quarter of 2024 ended at 4.35% over the third quarter of 2023.
- The fourth quarter is still lacking payments, but even with that, we are 4.47% over the end of the fourth quarter of 2023.

CVB Board Positions

- Mary Ciesa is our newest board member, replacing Jennifer's seat.
- Rodney Keadle has resigned from our board – He has taken on a new position at the old Greene County Golf Club.
- We are looking for a new CVB board member to replace Rodney's seat.

CVB Visitors Guide

- The CVB team is currently working with Great Lakes Publishing on our new Visitor's Guide.
- Everyone has been working together on content and collecting photos.
- Jessica has taken on the project manager role and has been working closely with Great Lakes Publishing – She's doing a fantastic job.
- Our tagline has been updated to "Visit Greene County: Where All Trails Lead to Adventure."
- The CVB team is reviewing and revising editorial content to align with our goals and visions.
- The Great Lakes team came in for an in-person meeting to go over our goals and ideas, and they all seemed very excited to get busy.

Staff Updates

Research

- Kathleen will be retiring on June 30th.
- Jessica has been given the stamp of approval to assume her position as Executive Director upon her retirement.
- The entire office has been undergoing a refresh.
- Kevin has taken the lead on updating our CVB website.
- Shelby and Jamie have been busy with data updates for the Visitor's Guide and Website.
- Larry has been busy updating our photos.
- We have been researching more targeted Google ads investments, focusing on event promotions, visitor guide visibility, and seasonal tourism campaigns.

Advertising & Events

- Kevin boosted two posts with significant success using targeted Google ad investments.
- The first campaign (\$20 budget, 3 days) achieved 15,897 views, 10,153 reach, 113 link clicks, and 58 total interactions.
- The second campaign (\$40 budget, 14 days) resulted in 12,777 views, 7,105 reach, 749 link clicks, and 160 interactions.
- Kevin also created a newsletter through Constant Contact. The December campaign, 25 Ways to Celebrate Christmas in Greene County, was highly successful, exceeding industry benchmarks.
- The newsletter was sent to 3,522 recipients, achieving a 28.1% open rate and 2.8% CTR. It generated 61 link clicks, reinforcing community interest in local events.
- Based on industry-standard valuations, the campaign engagement translated to an estimated earned media value of \$1,500- \$2,000.
- Larry made signs for the Yellow Springs Street Fair, Yellow Springs Chamber Annual Holiday Party, and Mills Park's New Year's Eve Party.
- Larry also created various pieces for the Xenia Annual Awards Dinner and a series of digital banner panels for Greene County Human Resources.
- Signs were also printed for the Holiday Inn's upcoming interior makeover and name change announcement.
- Larry also created signs for the Ohio Council of Deliberation, Scottish Rite Masons, and Delta Golden Wings.
- We are preparing for the upcoming Hamvention and have created artwork for a new collector's pin.
- Welcome signs were made for 5 military Reunion groups, as well as several sports events.

Bandwango

- The Bandwango project is fully prepared to launch, with two completed maps, graphics, identified locations, uploaded content, and built-out web pages.
- Prizes have been secured, and the final steps included determining check-in requirements for the coffee trail and establishing a budget cap.

Round Table

Jason Foster

- Demolitions – the Ramada is gone.
- It will be graded and seeded in the next couple of weeks, but not sure about the parking lot.
- Brownfield remediation.
- Annual Report to the Community will be on May 2nd at the Schindler Center at AIA from 7:30 a.m. - 9 a.m.
- The booklet for the Annual Report will be done by Greenview this year.

Angela Rayner

- New this year – summer camps for kids. \$50 discount for signing up early.
- Annual pint sale is March 27th.
- Murder Mystery dinners.
- Wine tasting and bourbon events.
- April 20th is the Easter Egg Hunt with 10,000 real eggs at 2:00 p.m.

Mary Ciesa

- 2024 was a decent year.
- Budgets for both properties were met in January.
- February has been good. Thankful for the business from Dick's House of Sport.
- March is looking good with Ohio Galaxies.
- March Madness and WGI are looking good.
- NATO is on the radar, although it is the same weekend as Warrior Soccer.

Jessica Noes

- Christmas was great.
- Long list of repairs.
- August 2nd – Breakfast for the Cancer Society.
- The restaurant stays busy.

Donna Saraga

- Annual Awards Banquet is coming up – lots of big prizes.
- Still working on website.
- Training session every two weeks.
- 2025 Chamber events all lined up.
- Next Business After Hours is tonight from 3-6 at Violence Free Futures.
- Happy to see the Ramada is down.
- Golf outing in June.

Ryan Aubin

- Just got back from Las Vegas Market – lots of Christmas decorations.
- Strong close to last year.
- January was bad. The rest of the year is looking good.
- Dave Chappel is starting up in April.
- Flying in a pianist from New Orleans.

Kert Radel

- February 27th – Fairborn Night at Wright State University.
- March 27th – Chamber Chat at the Spark Building with food trucks.
- April 20th – Chamber Easter Egg Hunt.
- May 9th – Awards Banquet at Holiday Inn Fairborn.
- Joe Mullins is hosting a Chamber Chat segment on Real Roots Radio every Friday – made a guest appearance on behalf of the Fairborn Chamber.

Mark Sigman

- Feb 28th – Monte Carlo Night at Sugar Valley. Need sponsors or tables of eight.
- Moved member meetings from mornings to luncheons.
- 29 showed up to the last meeting at Sugar Valley.
- Meetings are the first Thursday of every month.
- Next meeting is at Blueberry Café
- May 9th – MVMAA golf outing at Beaver Creek Golf Course.
- Website is out of date.
- SOCA Meeting in May.

Motion to adjourn made by Jessica and seconded by Donna. The meeting adjourned at 9:54 am.