

Executive Board Meeting Minutes

June 11, 2025

Call to Order

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

Attendance

Present: Jason Foster, Wendy Rodgers, Mary Ciesa, Vicki Abel, Phillip O'Rourke, Angela Rayner, Donna Saraga, Jessica Noes, Kert Radel, Mark Sigman

Absent: Dianna Cordle, Joe Mohrhaus, Ryan Aubin

Approval of Minutes

Motion to approve the April meeting minutes by Donna, seconded by Angela. Motion approved.

Financial Report

April and May financials were reviewed. Motion to approve by Mary, seconded by Mark. Motion approved.

Board Business

Leadership Transition

Kathleen has officially announced her retirement. The board expressed sincere gratitude for the strong foundation she has built. As Jessica assumes leadership, she welcomes the board's input, support, and collaboration.

Meeting Structure and Engagement

- Members are encouraged to ask questions and offer suggestions throughout the meeting.
- During reports, insights or ideas for improvement are welcomed.
- Roundtable updates should highlight key upcoming activities for the next two months.
- Members are encouraged to share their organization's event calendars for website and social media promotion.

Lodging Revenue Update

Lodging revenue for Q1 2025 is down 1.21% compared to the previous year. Q2 data is still being gathered.

Visitors Guide Update

- First proof received; layout and design are strong.
- Revisions have been submitted; awaiting second proof.
- The guide includes comprehensive listings and new seasonal features to encourage year-round tourism.

Hamvention Recap

- Hamvention 2025 set a record attendance of 36,814.
- The CVB's booth was well received, with positive feedback from attendees.
- Weather was ideal, enhancing the overall experience.
- Jessica was presented an award recognizing the CVB's support during the awards banquet.

TourismOhio Photoshoot

Postponed due to weather; rescheduled for June 26–27. Funded with 50% matching funds.

Staff Reports

Monika

Ohio Tourism Day: First-time participation. Strong engagement promoting wellness getaways and weekend trips. Visibility gained was a significant benefit.

Sports ETA Conference: Valuable exposure, although many sessions focused on large-scale venues. Will inform future planning.

Ongoing Initiatives:

- Strategic research into memberships and partnership development
- Joined the Ohio Society of Association Professionals
- Developing group tour concepts: Wellness Trail, Ice Cream Trail, Shopping Tours
- Expanding tour operations and marketing efforts

Kevin

Website & Social Media: Active content creation, event promotion, and digital events calendar maintenance. New landing page for digital passports.

Digital Advertising: Continuing research into Cassie.co

Photography: Coordinating photo coverage starting with Hamvention

Kids Activity Book: Partnering on an educational book with The Ohio Department of Natural Resources and The Great Council State Park to encourage exploration and repeat visits

Larry

Group Signage: Designed welcome signs. Working in advance to prepare for October retirement

Print & Advertising: Designed Hamvention ad; updated restaurant guide and marketing materials

Representation: Attending NAHA meetings on behalf of CVB

Roundtable Updates

Jason Foster: Awarded Brownfield money from the state. Buildings will be demolished with grant money, saving the county \$2.2 million.

Angela Rayner: Summer camps started last week and are sold out. Cheddar 5k, the corn maze, and the Jeep show are all upcoming.

Mary Ciesa: New GM. Beaver Creek Business Links will be at the Residence Inn. Hosting Coffee Connect at the Courtyard, Ohio Society of Association Professionals (July 23rd).

Jessica Noes: Upcoming events: Cruise-in (June 22nd) and Cancer Society fundraiser (August 2nd).

Donna Saraga: Business after hours will be held at Towards Independence. The Next Woman in Business is at Great Council State Park. They have a conference room for groups and tours on Tuesdays. There will be a golf outing, Safety Council, and lots of progress downtown with the Market District.

Wendy Rodgers: Lots of new businesses, new playground at the Greene. Lunch Local at Toasted (July 1st), Business Links at The Residence Inn, Business Boost (July 22nd), Grieve series (June 25th), Young Professionals, Golf outing (September 19th). Creating a digital membership directory. The Chamber is continuing to grow.

Kert Radel: Chamber Chat- Bluegrass band, complimentary beer and wine, and two hogs. Upcoming events: Wine Walk (July 23rd), Golf outing (August 8th), Car show (September 21st), Halloween Fest (October 17th).

Phillip O'Rourke: Street Fair—65 more vendors than last year. Community space at Short St. Speaking on Good Day Dayton. Updated website and Map with QR code. Strawberry Fest, Pride Festival (June 28th), and Dave Chappelle Comedy show.

Mark Sigman: Member Meetings have been switched to luncheons. A new assistant is in the office. Upcoming events: Golf outing (August 7th), Taste of the Town (September 20th), a Veteran Memorial (August 16), and the Dairy Sheds 50th anniversary (June 26th).

Adjournment

Motion to adjourn by Donna, seconded by Jessica. Meeting adjourned at 9:58 a.m.