

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

Wednesday, February 14, 2024

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

In attendance

Eric Henry, Angela Rayner, Tom Kirsch, Donna Saraga, Wendy Rodgers, Jennifer Taylor, Jodi Martin, Dianna Cordle, Ryan Aubin

Absent Jessica Noes, Vicki Abel

Approval of Minutes

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

Financial Review

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

Board Business

Lodging Revenue

- We exceed our 2019 total for 2024.
- We ended the 2024 year at \$1,505,670 compared to \$1,420,277 in 2019 which was previously our highest year.

Restructuring

- The staff has been working on Position analysis questionnaires for HR.
- Mona will be retiring on July 2nd.

Staff Updates

Trans Am Nationals Update

- The Cruise-In will no longer be held at the Mall at Fairfield Commons due to new tenants.
- Trans Am has decided to move the Cruise-In to the Wandering Griffin.
- We are still in the planning stages.

United Way Concert - Better Together

- The Better Together Concert will have American Country stars – Eddie Montgomery of Montgomery Gentry, John Michael Montgomery, Alexis Gomez, Jackson Snelling, and Karen Waldrup.
- The Concert will be held at the Greene County Fairgrounds on May 31st.
- Tickets are for sale on their website.

Advertising & Events

- Larry has been busy working on a new 2024 Visitors Guide.
- The guide will go from a 48-page guide to a 34-page guide to help with the cost of postage.
- The new guide will have a six-page fold-out highlighting the new Great Council State Park in Xenia.
- The restaurant guide, which was included in the current guide, will be updated and printed as a separate piece.
- Larry also put together a single-page self-guided covered bridge tour flyer that has information on all the covered bridges in Greene County and a map for cycling and driving.
- A full-page ad was placed in CompassOhio magazine.
- We also had a digital ad with CompassOhio, promoting the legendary light display at Clifton Mill.
- The digital ad had 81,000 views and 1,841 clicks directly to our website in November and 68,883 views and 1,443 clicks to our website in December.
- We also put together another full-page ad that will run in the 2024 Military Reunion publication.
- The transportation truck that is promoting Greene County is now fully functioning.
- Larry has been very busy working on signs and name badges for all the Military Reunions, Associations, and Sporting events.
- Larry also continues to be our NAHA Marketing and Communications liaison.

Social Media

- Kevin has serviced a lot of sports events throughout the fall months.
- Kevin has also worked a lot on social media, keeping our Facebook page up to date, as well as our website.
- We are working with a new company called Bandwango. They create passports to stimulate the economic activity of tourists and locals in the community.
- We are working with them to create 4 passport programs that will target different markets and demographics in Greene County.
- Kevin has already begun creating one of our passports.
- Bandwango will allow us to track data of where consumers are going and how they are spending their money.
- Eric and Kathleen will be speaking with Placer AI to see if it is a good fit for Greene County.

Round Table

Eric Henry

- A lot going on in the County.

Angela Rayner

- Carousel expected to be finished in June. Animals are being built now.
- Angela is in a new position – Director of Events.

- Redesign of website.
- Calendar of events is done.

Jennifer Taylor

- Group bookings are up.
- Transient is down, Fed and DOD are up.
- Marines come in for training once a month.
- All is going well with the Hamvention group.
- The UFO conference is coming in September. It will be held the same weekend as the Air Force Marathon.
- The Hope's lease with the government is up in 2028.
- Packy's restaurant is getting a new menu.
- New Chef.

Donna Saraga

- Narcan training.
- Annual Dinner next Saturday – sold out with 305 attendees.

Dianna Cordle

- January rooms are down.
- Transient travel is down, but group travel is up.
- Central State canceled ROTC team due to a rescheduled basketball game.
- No update on Homewood.

Wendy Rodgers

- Links is on the third Thursday of every month.
- January Links was at ON Par – great turnout.
- The next Links will be at the Fish Food Pantry on February 15th, and the March Links will be held at the Barrel Room in Yellow Springs.
- Lunch Local is the first Tuesday of every month.
- The first Lunch Local was at CBCB and had over 30 people in attendance.
- Lunch & Learn is February 23rd.
- Young Professionals is going strong.
- Tech Tuesday with the Greene County Library.
- Coffee with Champions is every Thursday.
- April 8th – Eclipse Party.
- June 7th – Legislative Breakfast at the Greene County Career Center.
- REI Co-op opening Mid-March.
- Sheetz is opening in March.

Ryan Aubin

- Alex is the new Chamber President.
- Planning is underway for the June Street Fair.
- The Village is concerned about the extra people coming in for the eclipse.
- Johnny Burns may become the new village manager.
- The hotel had a good fourth quarter.
- The Hotel has been busy with lots of events this year.
- Dave's Comedy Club to open late April or early May.

Tom Kirsch

- February 28th is Fairborn night at Wright State University.
- Chamber banquet is April 12th at the Holiday Inn Fairborn.
- New website.
- New Mayor and City Manager.
- The 3rd of July block party downtown will feature mechanical rides this year.

Jodi Martin

- March 1st – Casino Night.
- April 19th – Sugar Maple Festival.
- Coming up later this year: Community Garage Sale, Golf Outing, Spellbrook, and Craft Show.
- The Penewit building in downtown Bellbrook has been sold with the plan of a Café and a 100% organic speakeasy.
- The Blueberry café is having a soft opening at their Kettering location.

Motion to adjourn made by Dianna and seconded by Jennifer. The meeting adjourned at 10:36 am.