

Minutes
February 11, 2016

Commissioners Present: Phillip Riegle, Mark Gazarek and Brian Robertson.

Also Present: Lucinda Land, Chris Long, Steve Wilson, and Philip Johnson.

Commissioner Riegle opened the meeting at 9:31 a.m. in the commissioners' 1st floor conference room. Minutes of the February 9, 2016 meeting were read with Mark Gazarek making the motion to approve, Brian Robertson seconded. Motion passed 3-0.

The Assistant Clerk presented the following resolutions for consideration:

Resolution #72-16 – Additional appropriation within the Auditor's certification-Commissioners to appropriate to Substance Abuse. Mark Gazarek made the motion to approve, Brian Robertson seconded. Motion passed 3-0.

Resolution #73-16 – Rescinding Hancock County Commissioners' Resolution #64-16 dated February 4, 2016 (Additional appropriation within the Auditor's certification-Commissioners to appropriate to Jail Diversion). Mark Gazarek made the motion to approve, Brian Robertson seconded. Motion passed 3-0.

The Assistant Clerk presented the following requests for consideration:

- Blanchard River Watershed Partnership requests to extend the Commissioners' commitment for matching grant funds for another three years (2018-2020) in order to match funds for a coordinator grant being sought. Phillip Riegle expressed concern about extending funding in 2019 and 2020 because they do not know about the extension of the sales tax. The Commissioners asked the Assistant Clerk to schedule a meeting with Phil Martin and Theresa Allen to discuss the matter further.
- Clerk of Courts Legal Department requests to increase the petty cash amount from \$100 to \$300. The Commissioners approved. Lucinda Land will prepare a resolution to update the petty cash amount.
- Sheriff's Office requests permission to purchase a 2013 Honda Odyssey. The funds are already appropriated. The Commissioners approved. They would like to discuss the Sheriff's intentions with the other van since it does not appear they plan on trading it in.

The Commissioners approved travel requests from Job & Family Services, 5 new position descriptions for Part Time Eligibility Referral Specialist 2 at Job & Family Services, and Flood Study hours for Steve Wilson. Mark Gazarek made the motion to approve the Auditor's warrant list, Brian Robertson seconded. Motion passed 3-0.

Lucinda Land presented the following resolution for consideration:

Resolution #74-16 – Resolution authorizing the Board of Hancock County Commissioners on behalf of the Hancock County Common Pleas Courts, to enter into a contract with the National Center for State Courts (NCSC) to provide Court Consulting Services. This is to come up with

options for a combined security entrance for the Courthouse and Juvenile/Probate Court building. Phillip Riegler said he spoke with Paul Schmelzer and the City of Findlay may be interested in joining the assessment in order to create a joint entrance for all three buildings. Lucinda suggested passing the current agreement and amending it later if the City would like to join. The cost for the assessment shall not exceed \$22,850.00. Mark Gazarek made the motion to approve, Brian Robertson seconded. Motion passed 3-0.

Lucinda said she has been approached by the Maintenance Department to create bid specs for painting at the Courthouse. She told the Commissioners she is not comfortable preparing specs for such a project. Mark Gazarek suggested contacting Tim Bechtol from Peterman Associates about creating specs. Lucinda will contact Tim.

Philip Johnson requested an executive session to discuss real estate acquisition.

Chris Long gave an update of the projects his staff is working on.

Steve Wilson reported the he will have several Change Order requests for the Distribution Drive project. He also requested to join the executive session to discuss real estate acquisition.

Reports

Mark Gazarek attended the First Federal Economic Update, the County Volunteer Firefighter meeting, the Marion Township Trustee meeting and the Downtown Findlay Improvement District monthly meeting.

Brian Robertson stated Stacy Shaw needs GMIS permissions, and there will be a form for signature. He attended the Data Board meeting, at which mileage reimbursement was discussed. Phillip Riegler said \$0.42/mile is probably reasonable again because of the drop in oil costs, so he suggested no change. Brian also attended the Public Defenders meeting.

At 10:00 a.m., Phillip Riegler made the motion to enter into executive session to discuss real estate acquisition and personnel in regards to hiring/employment, Mark Gazarek seconded. A roll call vote resulted as follows: Phillip Riegler, yes; Mark Gazarek, yes; Brian Robertson, yes. At 10:30 a.m., Phillip Riegler made the motion to come out of executive session with no action taken, Mark Gazarek seconded. Motion passed 3-0.

10:30 AM – Convention & Visitors Bureau Update

Commissioners present: Phillip Riegler, Mark Gazarek, and Brian Robertson.

Also present: Alissa Preston, Danielle Wilkin, John Haywood, and Andrew Flynn.

At 10:30 a.m., Commissioner Riegler opened the Convention & Visitors Bureau Update meeting. Alissa Preston and Danielle Wilkin discussed 2015 in review and presented the 2016 initiatives. Please see the attached information.

1:30 PM – Meeting with Sheriff Michael Heldman and Precia Stuby regarding Stepping Up Ohio

Commissioners present: Phillip Riegle and Mark Gazarek

Also present: Sheriff Michael Heldman and Precia Stuby.

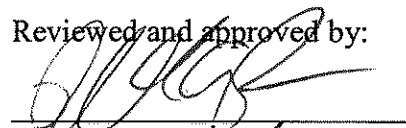
At 1:31 p.m., Commissioner Reigle opened the meeting with Sheriff Michael Heldman and Precia Stuby regarding the Stepping Up Ohio Program. Sheriff Heldman said he received a letter informing him of a national grant opportunity. The grant is Stepping Up Ohio. This grant money would go towards helping people that are incarcerated with mental illness and drug addiction. Both Sheriff Heldman and Precia Stuby are in favor of the program and would like the opportunity to apply to the grant money. They have requested the Commissioners approve a resolution in order to be a part of the program. The Commissioners agreed. Precia will be emailing the sample resolution to the Assistant Clerk.

With no other business before the Board, the Commissioners adjourned for the day.

Respectfully submitted,


Sarah Mutchler, Assistant Clerk

Reviewed and approved by:



Phillip A. Riegle

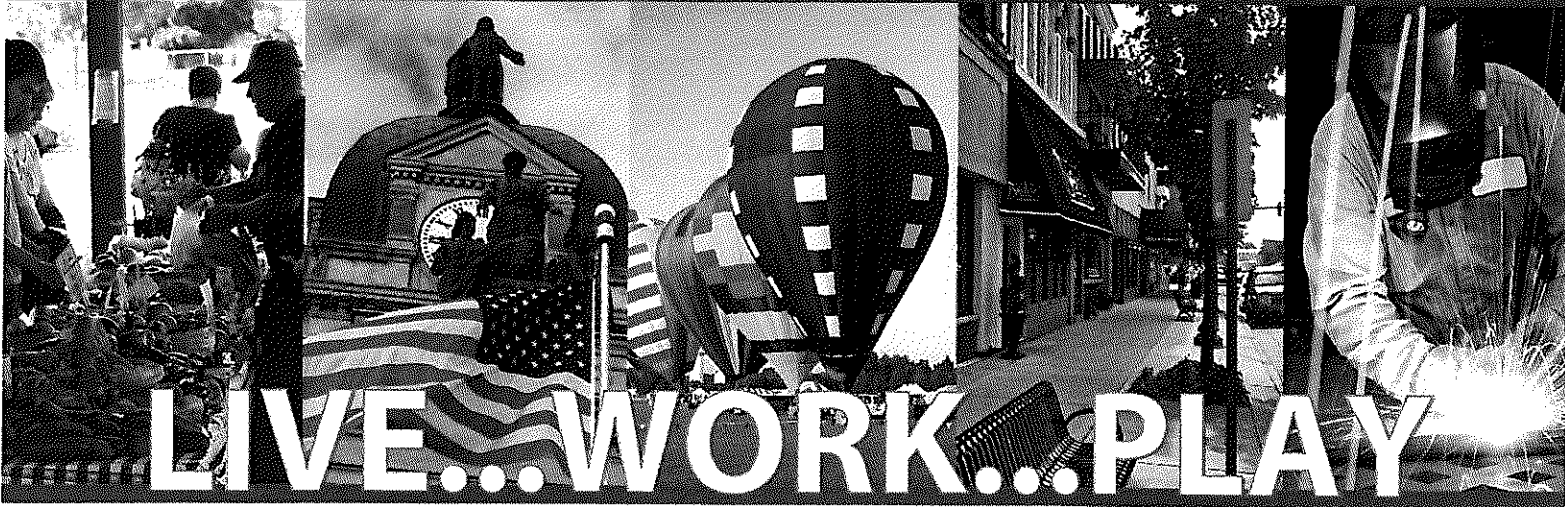


Mark D. Gazarek



Brian J. Robertson

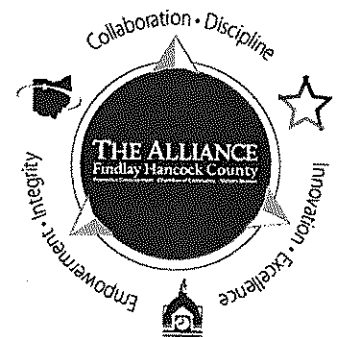
2015 Year in Review



★ Visit Findlay!

Hancock County Convention & Visitors Bureau

The Goal of the CVB: The Hancock County Convention & Visitors Bureau will aggressively market our community assets as a destination for visitors and business interest to provide maximum economic return to our community.



CVB Advisory Board Members

Mr. Nate Weihrauch (2016) Chair
Findlay City Schools

Ms. Charity Rauschenberg (Ex-Officio)
Hancock County Auditor

Ms. Chris Keller (2015) Past Chair
Blanchard Valley Health System

Mr. Phillip Riegler (Ex-Officio)
Hancock County Commissioner

Ms. Sarah Sisser (2015)
Hancock Historical Museum

Mr. John Haywood (Ex-Officio)
Findlay-Hancock County Alliance

Mr. Ben Sapp (2015)
The Mazza Museum

Ms. Alissa Preston (Staff)
Hancock County Convention & Visitors Bureau

Mr. Bill Higginbotham (2015)
Hancock County Agricultural Society

Ms. Danielle Wilkin (Staff)
Hancock County Convention & Visitors Bureau

Ms. Valerie Roeber (2016)
Subway

Ms. Pat Garlock (2016)
AAA Findlay

Ms. Carolyn Copus (2017)
50 North

Mr. Bryan Golding (2017)
University of Findlay

Ms. Elizabeth Beining (2017)
Drury Inn & Suites

Mr. Brandon Daniels (2017)
Marathon Petroleum Company



2015 Year-End Budget:

2015 Budget	
	2015 YTD
Administrative Costs	216,477.37
Downtown Marketing	16,189.53
Economic Development	13,000.00
Marketing & Promotion	191,966.09
<i>Advertising</i>	<i>107,644.99</i>
<i>Collateral/Printing</i>	<i>18,261.70</i>
<i>Tradeshaw/Promotion</i>	<i>6,833.49</i>
<i>Business Development</i>	<i>51,179.47</i>
<i>Community Partnering/PR</i>	<i>8,046.43</i>
Grant Programs	106,564.87
<i>Co-Op Advertising & Community Connect</i>	<i>68,670.45</i>
<i>Tourism Development & Tourism Growth</i>	<i>37,894.42</i>
Professional Development & Travel	3,654.15
<i>Board Development</i>	<i>860.28</i>
<i>Staff Professional Development</i>	<i>2,773.91</i>
TOTAL EXPENSES	547,832.05
REVENUES (includes interest)	577,567.59
TOTAL INCOME	29,817.00



2015 Hotel Tax Receipts

		2015	2014	2013	2012	2011	2010	2009	2008	2007	2006
February	↑ 7.01%	119,653.59	111,814.52	100,774.61	107,082.66	90,749.34	82,097.46	77,771.49	87,850.00	88,650.74	71,541.83
May	↑ 5.97%	124,640.00	117,618.08	116,521.49	110,143.78	92,434.03	77,993.12	72,235.04	89,606.41	85,373.31	67,816.77
August	↑ 15.4%	162,280.97	140,606.24	137,547.07	132,269.04	121,948.50	102,865.80	87,713.30	101,501.55	95,808.69	112,680.03
November	↑ 11.00%	170,857.59	153,469.00	147,313.25	138,595.30	124,497.15	117,961.93	98,909.06	104,968.00	121,041.54	97,463.54
	↑ 10.03%	577,432.15	523,507.84	502,156.42	488,090.78	429,629.02	380,918.31	336,628.89	383,925.96	390,874.28	349,502.17

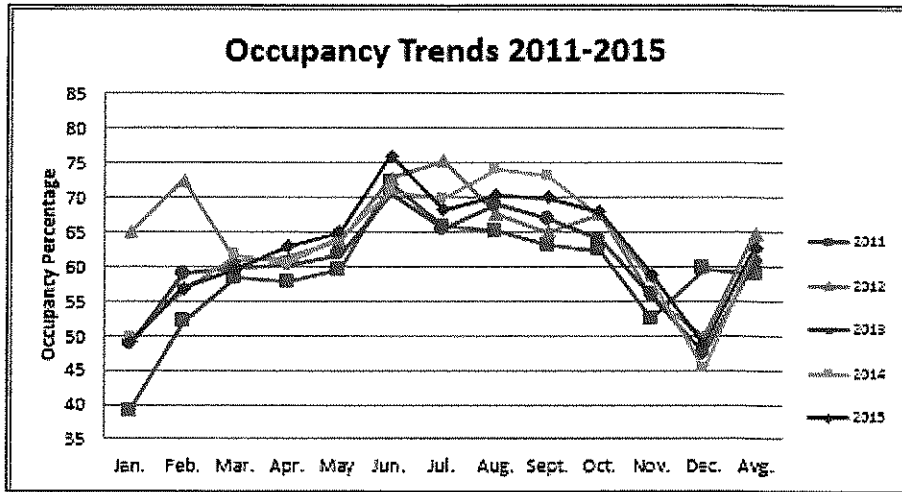
Month Received

February
 May
 August
 November

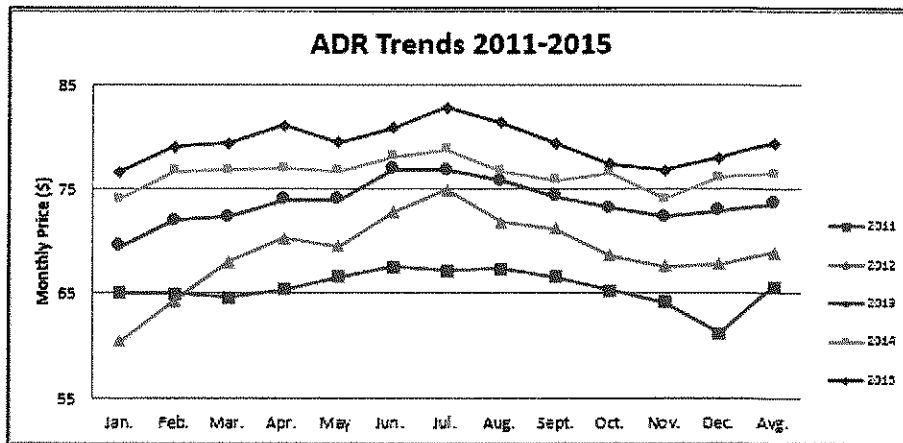
Period Covered

Oct, Nov, Dec (previous year)
 Jan, Feb, Mar
 Apr, May, June
 July, Aug, Sept

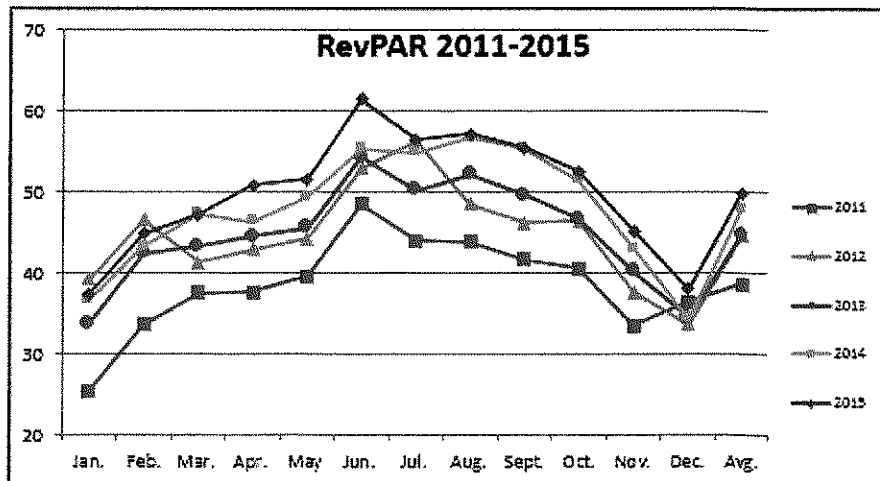
2015 Hotel Data:



Average Daily Rate (ADR)



Revenue Per Available Room (RevPAR)



FLY with US

Downtown Findlay

Findlay's 2014 special events provide the perfect backdrop for your next Fall memory. Join us August 2-6 at the Annual Fall Festival and the many other events! We are being asked to take on all local events because of our "shop, eat and drink" theme. We are proud to be a part of many local businesses. For more information, visit us at www.visitfindlay.com

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The Dressing Room Boutique
Classic Fashionable Style
The Dressing Room Boutique is a unique and stylish boutique located in downtown Findlay. We carry a variety of clothing for women of all ages. Our inventory includes dresses, blouses, blazers, jackets, and accessories. We also offer alterations and custom tailoring services. Visit us today at www.dressingroomboutique.com

Dorinda's Gifts and Gourmet
Gourmet Gifts for Any Season, Any Reason
Dorinda's Gifts and Gourmet is a unique and stylish boutique located in downtown Findlay. We carry a variety of gourmet gifts, including chocolates, jams, and preserves. We also offer custom gift baskets and personalized gifts. Visit us today at www.dorindasgifts.com

STIX
Great Restaurant
Great Food, Great Service
STIX is a unique and stylish restaurant located in downtown Findlay. We offer a variety of gourmet dishes and a full bar. Visit us today at www.stixrestaurant.com

Disembled Findlay
New! September 26, 2015 from 10am-10pm
Disembled Findlay is a unique and stylish event located in downtown Findlay. We offer a variety of activities, including live music, dancing, and more. Visit us today at www.disembledfindlay.com

The Downtown Ohio Pumpkins & Fall
Pumpkins & Fall
The Downtown Ohio Pumpkins & Fall is a unique and stylish event located in downtown Findlay. We offer a variety of activities, including pumpkin carving, live music, and more. Visit us today at www.downtownohiopumpkins.com

2015 Advertising Campaign
Our 2015 Ad campaign featured a myriad of traditional and non-traditional advertising options including print, digital, and social media. Print advertising led to nearly 11,500 reader responses. Social media sources maintained over 11% engagement with followers and subscribers. Our Facebook following is well over 7,300, a 33% increase over 2014 and by far our best social media source.

FALL with US!

VisitFindlay.com

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FALL with US!

VisitFindlay.com

Findlay's unique special events provide the perfect backdrop for your next favorite memory. Join us for Oktoberfest Saturday, September 26, from 2:00 pm in downtown Findlay. Enjoy Hancock County this fall and enjoy local pumpkin patches, apple orchards, maple sugar days and everything that goes with the change of seasons. Unforgettable fall moments are waiting for you at www.visitfindlay.com

Visit Findlay!
Hancock County Convention & Visitors Bureau

431 772 208

Follow along to see the best and most beautiful of Findlay.
www.visitfindlay.com

Shop with Us

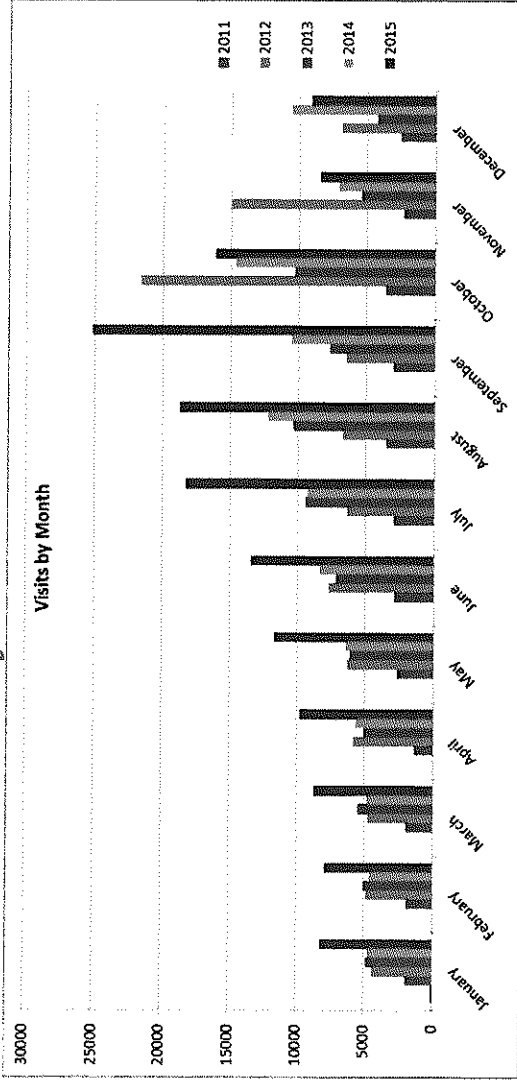
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Make someone say "shop with us" when you're out shopping. Visit us today at www.visitfindlay.com

Visit Findlay!
Hancock County Convention & Visitors Bureau

Visit Findlay Facebook page showing posts, photos, and engagement metrics.

2015 Website Analytics



Top Keywords	Visits	Visits	
not provided	797,999	things to do in findlay ohio	221
not set	668	hancock county fair 2015	137
findlay ohio	514	hancock county fairgrounds	102
hancock county fair	329	findlay ohio things to do	98
hancock county fair findlay ohio	223	the cube findlay ohio	93

VisitFindlay.com had more than 124,500 unique visitors in 2015, a 55% increase over 2014!

Most Viewed Pages	Pageviews
Events/	36,426
Home	30,048
Fairgrounds	27,076
Dining	11,306
Hancock Co. Fair - Day 1	8,940
Signature Events	7,510
About	6,701
Things to Do	5,829
Attractions	4,611
Family Activities	4,492

2015 Digital Display Advertising

We embarked on a new advertising source through Digital Display Advertising. Web searches for events in Northwest Ohio drew consumers to these local ads.

57,280 Impressions / 160 Clicks

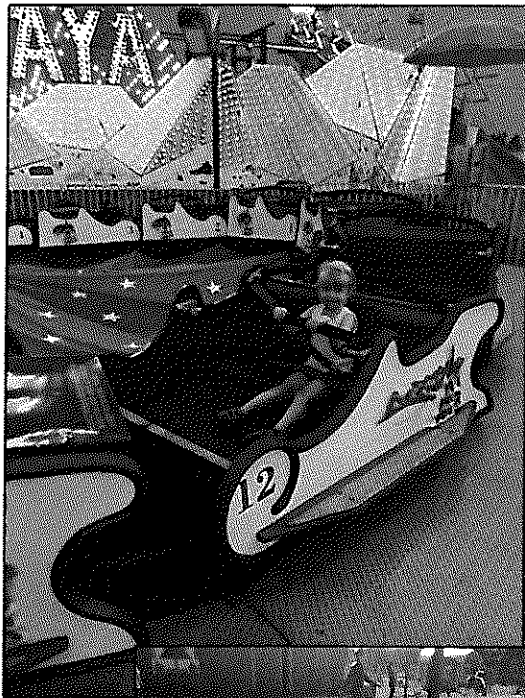
49,808 Impressions / 169 Clicks

101,602 Impressions / 273 Clicks

52,093 Impressions / 170 Clicks

2015 Rural Focus

2015 was a year of expansion and reaching out into the rural community. With a renewed sense of pride in the Villages, the launch of the Heart & Soul program in McComb, and robust agricultural offerings throughout the County, the CVB assisted 77 rural events and provided over \$25,000 in grant and partnership dollars.

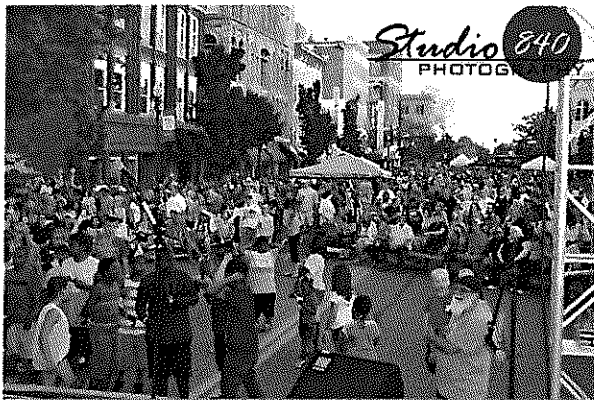


Rural Events

Event	Support
Arlington Farmer's Market	Community Connect Grant
Barn Quilt Bus Tour	Community Connect Grant
Christmas in the Village	Tourism Growth Program
Cooper Farms Bus Tour	Community Connect Grant
Dogpawloza	Co-Op Advertising Grant
Findlay Firecracker Weekend Horse Show	Co-Op Advertising Grant
Flag City Train Show	Community Connect Grant
Friends of Ohio Barns Annual Conference	Community Connect Grant
Geckle Open Houses	Community Connect Grant
Greg Miller Memorial & State Softball Tourn.	Community Connect Grant
Hancock County Fair	Partnership
Hancock County Farmer's Market	Community Connect Grant
Hancock Horizontal Hundred	Co-Op Advertising Grant
Historic Barn Tour	Tourism Development Program
Homestead Fall Farm Festival	Community Connect Grant
Madcap Puppets - Once Upon a Clock (TAP)	Co-Op Advertising Grant
McComb Cookie Festival	Community Connect Grant
McComb EDO-Business Expo & Flea Market	Community Connect Grant
McComb Fireworks	Community Connect Grant
NWORRP Fall/Winter Events	Co-Op Advertising Grant
The Findlay Show	Co-Op Advertising Grant
William Wallace Exhibit	Community Connect Grant

2015 Grant Programs

During 2015, the CVB awarded more than \$100,000 through our four grant programs, representing more than an 18% increase from the amount awarded in 2014. Those dollars reached 68 local events sponsored by 42 organizations.

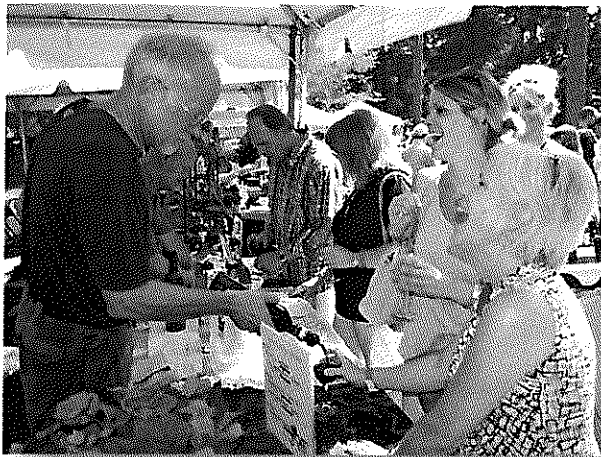


Event	Support
A Night of Comedy (TAP)	Co-Op Advertising Grant
American BoyChoir (TAP)	Co-Op Advertising Grant
Ballet on Broadway	Tourism Development Program
Boogie On Main (TAP)	Co-Op Advertising Grant
Children's Museum of Findlay Rebranding	Co-Op Advertising Grant
Chill Cook Off	Co-Op Advertising Grant
Community Month 2015 (TAP)	Co-Op Advertising Grant
CommunityREADS	Community Connect Grant
Courtyard Concerts (TAP)	Co-Op Advertising Grant
Docs-N-Socks 5K	Co-Op Advertising Grant
Door-To-Door Dining	Co-Op Advertising Grant
Dueling Pianos (TAP)	Co-Op Advertising Grant
Eastern Nationals	Tourism Development Program
FAHA Winter Freeze Tournaments 2016	Tourism Growth Program
Fall Artwalk (TAP)	Co-Op Advertising Grant
Findlay Air Expo	Co-Op Advertising Grant
Findlay Fest	Co-Op Advertising Grant
Findlay First Edition Fall Fest	Community Connect Grant
Flag City BalloonFest	Co-Op Advertising Grant
Flag City Balloonfest Band Show	Tourism Growth Program
GLIAC Softball Tournament	Co-Op Advertising Grant
Gliding Stars of Findlay	Co-Op Advertising Grant
Global Leadership Summit	Co-Op Advertising Grant
Grease Youtheatre (TAP)	Co-Op Advertising Grant
Great Lakes World Series	Co-Op Advertising Grant
Historical Museum Regional Marketing & Rebranding	Co-Op Advertising Grant
Josh Brodbeck Concert (TAP)	Co-Op Advertising Grant
Komen Race for the Cure	Tourism Development & Co-Op Adv
Oktoberfest	Tourism Development & Co-Op Adv
Oscar Night	Co-Op Advertising Grant
Reaching Women Conference	Co-Op Advertising Grant
Red Cross BASH	Co-Op Advertising Grant
Rib-Off on Broadway (TAP)	Co-Op Advertising Grant
Riverside Wine Fest (TAP)	Co-Op Advertising Grant
Rock on the Rooftop (TAP)	Co-Op Advertising Grant
Spring ArtWalk (TAP)	Co-Op Advertising Grant
Step Away from Stigma Walk & Color Me Happy 5K	Co-Op Advertising Grant
Street Corner Symphony (TAP)	Co-Op Advertising Grant
Team USA Softball	Tourism Development & Co-Op Adv
The Trojan March	Tourism Development & Co-Op Adv
Tip Your Talent (TAP)	Community Connect Grant
Trojan March	Co-Op Advertising Grant
UF Homecoming	Co-Op Advertising Grant
UF Parent Reception	Partnership
Willy Wonka Youtheatre (TAP)	Co-Op Advertising Grant
WinterFest	Co-Op Advertising Grant
YMCA Glow Run	Tourism Development & Co-Op Adv
YMCA Glow Run - Kid's Fest	Tourism Growth Program

What our partners have to say.....

"The Arts Partnership of Greater Hancock County presents over 20 events and performances each year. The financial assistance from the Hancock County Convention and Visitors Bureau is instrumental in making sure that we are able to effectively market events, all of which benefit the arts education programming that we provide to our community."

Peggy Grandbois
Executive Director
The Arts Partnership



"The grant we received from the Convention & Visitors Bureau for Christmas in the Village 2015 in Mt. Blanchard meant a great deal to a group of people trying to bring a beautiful holiday event to the community. The funds were greatly appreciated but that wasn't all that we received from the CVB.

From the first time I came into the office, everyone was helpful and encouraging. The staff always made us feel good about our community and what we trying to accomplish. The staff gave us suggestions, direction and ideas that we might not have thought of on our own. They also gave us a sense that we were not in this alone.

The funds helped us have the winter festival that was unique and beautiful. It was great having the financial support. We had funding for advertising which helped draw a bigger crowd to the event.

I can't say enough about what it meant to our small community to get the grant from the CVB. We are grateful."

Jackie Porcello
Member of the Mt. Blanchard Beautification Committee



Hancock County Convention & Visitors Bureau

Key Initiatives: 2016

Continued Rural Tourism Focus

In response to both board-driven feedback during annual planning, and the request of the Hancock County Commissioners, continued outreach through County-wide CVB/event education and financial support for rural programming.

The goal is two-fold, to reach outlying areas of the Hancock County community with details of the Convention & Visitors Bureau resources and grant programs, and to make a deliberate effort of educating the local community on the events and programming throughout Hancock County.

Budgetary Provisions:

- A minimum of \$25,000 annually shall be awarded via CVB grant programs, and/or director discretionary funds, to events and attractions taking place outside of the City of Findlay, and/or that support agricultural or rural community efforts.

Areas of focus:

- **Villages** – *Arcadia, Arlington, Benton Ridge, Jenera, McComb, Mt. Blanchard, Mt. Cory, Rawson, Van Buren, Vanlue*
- **Heart & Soul community** *McComb*
- **Agricultural Community** *i.e. Barn Tour, County Fair*

Website

In keeping current with the pace and trends being set through our social media presence, adjusted navigation and visually appealing content will enhance VisitFindlay.com in 2016.

Meeting Planner Guide

With new lodging properties, the Marathon Center for the Performing Arts, unique and renovated meeting venues, and a vibrant Downtown, the time is right to tap into meeting planners.

Gathering building specs and photography of our best assets will occupy the majority of 2016, followed populating the information on VisitFindlay.com. A printed guide along with sales call and association involvement will be budgeted for in 2017.

Communication

Continue telling “our story” to:

Event Planners: Ensuring that event planners and organizations throughout the county are aware of the resources the CVB can provide.

Hotel Partners: Keeping hotel partners well-informed of the events and programs in our community ensuring guests have a positive experience and ultimately a return visit.

Our Community: Promotion and awareness of the tremendous assets in our very own community, especially our villages.

Visitors: Educating visitors on restaurants, shops, events and attractions through active social media and marketing in regional and statewide publications.



Hancock County Convention & Visitors Bureau

*A Division of the Findlay*Hancock County Alliance, in collaboration with the Hancock County Board of Commissioners*

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