

Minutes
April 2, 2019

Commissioners Present: Timothy Bechtol, Mark Gazarek and Brian Robertson

Also Present: Philip Johnson, MaryAnn LaRoche, Jim Maurer and Doug Jenkins.

Commissioner Bechtol opened the meeting at 9:30 a.m. in the Commissioners' 1st floor conference room. The Pledge of Allegiance was recited. Minutes from the March 28, 2019 meeting were read with Mark Gazarek making the motion to approve, Brian Robertson seconded. Motion passed 3-0.

The Clerk presented the following resolutions for consideration:

Resolution #157-19 – Authorizing payment of the listed and/or attached purchase orders. Mark Gazarek made the motion to approve, Brian Robertson seconded. Motion passed 3-0.

Resolution #158-19 – Additional appropriation within the Auditor's certification-Commissioners to appropriate to Alcohol, Drug Addiction and Mental Health Services. Mark Gazarek made the motion to approve, Brian Robertson seconded. Motion passed 3-0.

Resolution #159-19 – Advance of funds from the Alcohol, Drug Addiction and Mental Health Services to the Alcohol, Drug Addiction and Mental Health Services Capital Improvement Fund. Mark Gazarek made the motion to approve, Brian Robertson seconded. Motion passed 3-0.

Resolution #160-19 – Transfer of funds from the Alcohol, Drug Addiction and Mental Health Services Levy to Alcohol, Drug Addiction and Mental Health Services Capital Improvement Fund. Mark Gazarek made the motion to approve, Brian Robertson seconded. Motion passed 3-0.

Resolution #161-19 – Additional appropriation within the Auditor's certification-Commissioners to appropriate to Alcohol, Drug Addiction and Mental Health Services Capital Improvement Fund. Mark Gazarek made the motion to approve, Brian Robertson seconded. Motion passed 3-0.

Resolution #162-19 – Additional appropriation within the Auditor's certification-Commissioners to appropriate to Alcohol, Drug Addiction, and Mental Health Services Capital Improvement Fund. Mark Gazarek made the motion to approve, Brian Robertson seconded. Motion passed 3-0.

Resolution #163-19 – Transfer of funds within the appropriation-Information Technology Services. Mark Gazarek made the motion to approve, Brian Robertson seconded. Motion passed 3-0.

Resolution #164-19 – Repayment of advance from the Ditch Maintenance Fund to the General Fund. Mark Gazarek made the motion to approve, Brian Robertson seconded. Motion passed 3-0.

Resolution #165-19 – Repayment of advance from the Ditch Maintenance Fund to the General Fund. Mark Gazarek made the motion to approve, Brian Robertson seconded. Motion passed 3-0.

Resolution #166-19 – Advance of funds from the General Fund to the Ditch Maintenance Fund. Mark Gazarek made the motion to approve, Brian Robertson seconded. Motion passed 3-0.

Resolution #167-19 – Repayment of advance from the Ditch Maintenance Fund to the General Fund. Mark Gazarek made the motion to approve, Brian Robertson seconded. Motion passed 3-0.

Resolution #168-19 – Advance of funds from the General Fund to the Ditch Maintenance Fund. Mark Gazarek made the motion to approve, Brian Robertson seconded. Motion passed 3-0.

Resolution #169-19 – Repayment of advance from the Ditch Maintenance Fund to the General Fund. Mark Gazarek made the motion to approve, Brian Robertson seconded. Motion passed 3-0.

Resolution #170-19 – Repayment of advance from the Special Improvement Fund to the General Fund. Mark Gazarek made the motion to approve, Brian Robertson seconded. Motion passed 3-0.

Resolution #171-19 – Advance of funds from the General Fund to Special Improvement Fund. Mark Gazarek made the motion to approve, Brian Robertson seconded. Motion passed 3-0.

Resolution #172-19 – Transfer of funds within the appropriation-Common Pleas Court-Probation Improvement Fund. Mark Gazarek made the motion to approve, Brian Robertson seconded. Motion passed 3-0.

The Commissioners signed the Explosive Gas Monitoring Report for the Sanitary Landfill. They approved several travel requests from JFS and the Sheriff's office.

The Clerk presented the following resolutions for consideration on behalf of the Prosecutor's office:

Resolution #173-19 – Authorizing an agreement with Sand Ridge Excavating for the A.L. Pickett Single County Ditch Tile Project. The total cost is \$9,612.00. Mark Gazarek made the motion to approve, Brian Robertson seconded. Motion passed 3-0.

Resolution #174-19 – Rejection of all previously solicited bids for the E.E. Dreitzler Single County Tile Project in conjunction with the Hancock County Soil & Water Conservation District. Mark Gazarek made the motion to approve, Brian Robertson seconded. Motion passed 3-0.

Philip Johnson presented the following resolution for consideration:

Resolution #175-19 – Authorizing expenditure of funds to record Houcktown Street Vacation Resolution and Deed Restrictions Re: previous flood mitigation purchase. The total is \$88.00. Mark Gazarek made the motion to approve, Brian Robertson seconded. Motion passed 3-0.

Meetings/Reports

Brian Robertson participated in the finalizing and awarding of the Whirlpool Sons & Daughters Scholarship on Friday. He attended the Family First Council meeting on Monday. Brian requested an executive session to discuss potential real estate acquisition.

Mark Gazarek attended a Raise the Bar meeting to discuss workforce development.

Timothy Bechtol attended the 4-H Banquet and Auction Saturday evening. He gave a County Update at the Fresh Brewed Business meeting this morning.

At 9:46 a.m. Timothy Bechtol made the motion to enter into executive session to discuss potential real estate acquisition, Mark Gazarek seconded. A roll call vote resulted as follows: Timothy Bechtol, yes; Mark Gazarek, yes; Brian Robertson, yes. At 10:07 a.m. Timothy Bechtol made the motion to come out of executive session with no action taken, Mark Gazarek seconded. Motion passed 3-0.

At 11:00 a.m. the Commissioners received an update on the Convention & Visitors Bureau. Alissa Preston, John Haywood, Danielle Wilkin, Mike Holman, and Jim Maurer were present.

Alissa and Danielle discussed information provided in the annual report. The report is attached. The Commissioners stated they were appreciative of the CVB's efforts.

At 11:30 a.m. the Commissioners reconvened their meeting.

The Clerk presented the following resolution for consideration:

Resolution #176-19 – Authorizing the Hancock County Commissioners to enter into an amended Memorandum of Agreement between the Hancock County Commissioners and the Maumee Watershed Conservancy District. This is for engineering and analysis of additional benching along the Blanchard River. The total cost is \$78,350.00. The Board of Directors for the Maumee Watershed Conservancy District approved moving forward pending approval by the Hancock County Commissioners. Mark Gazarek made the motion to approve, Brian Robertson seconded. Motion passed 3-0.

Respectfully submitted,


Sarah Mutchler, Clerk

Reviewed and approved by:


Timothy K. Bechtol


Mark D. Gazarek


Brian J. Robertson



2018

Annual Report



CVB Advisory Board Members

Ms. Leigh Esper (2019) Chair

University of Findlay - Center for Civic Engagement

Mr. Brandon Daniels (2018) Past Chair

Marathon Petroleum Company

Ms. Leslie Florea (2018)

S & S Management / Whitson Hospitality

Ms. Sarah Sisser (2018)

Hancock Historical Museum

Ms. Natalie Beall (2018)

Dietsch Brothers Fine Chocolates & Ice Cream

Mr. Dean Recker (2018)

Ag Credit

Mr. Ryan Shoemaker (2018)

Blanchard Valley Health System

Mr. Mike Holman (2019)

Blanchard River Broadcasting

Mr. Tim Babcock (2020)

Miracle League of Findlay

Ms. Heather Clow (2020)

Marathon Center for the Performing Arts

Mr. Joe Klein (2020)

Executive Food and Beverage, LLC

Ms. Kerry Teeple (2020)

Mazza Museum

Ms. Charity Rauschenberg (Ex-Officio)

Hancock County Auditor

Mr. Mark Gazarek (Ex-Officio)

County Commissioner

Mr. John Haywood (Ex-Officio)

Findlay-Hancock County Alliance

Ms. Alissa Preston (Staff)

Hancock County Convention & Visitors Bureau

Ms. Danielle Wilkin (Staff)

Hancock County Convention & Visitors Bureau



2018 Year-End Budget:

2018 Budget Breakdown		
	2018 Budget	2018 YTD
Administrative Costs	269,791.00	280,825.00
Downtown Marketing	20,000.00	16,241.00
Economic Development	15,000.00	7,500.00
Marketing & Promotion	219,910.00	182,225.00
<i>Advertising</i>	<i>115,000.00</i>	<i>84,935.00</i>
<i>Collateral/Printing</i>	<i>15,000.00</i>	<i>2,382.00</i>
<i>Promotions</i>	<i>8,000.00</i>	<i>4,182.00</i>
<i>Business Development</i>	<i>59,910.00</i>	<i>64,993.00</i>
<i>Community Partnering/PR</i>	<i>22,000.00</i>	<i>25,733.00</i>
Grant Programs	130,000.00	127,499.00
Professional Development & Travel	9,000.00	9,072.00
TOTAL EXPENSES	663,701.00	623,362.00
REVENUES	665,000.00	716,898.00
TOTAL INCOME	1,299.00	93,536.00



2018 Annual Report

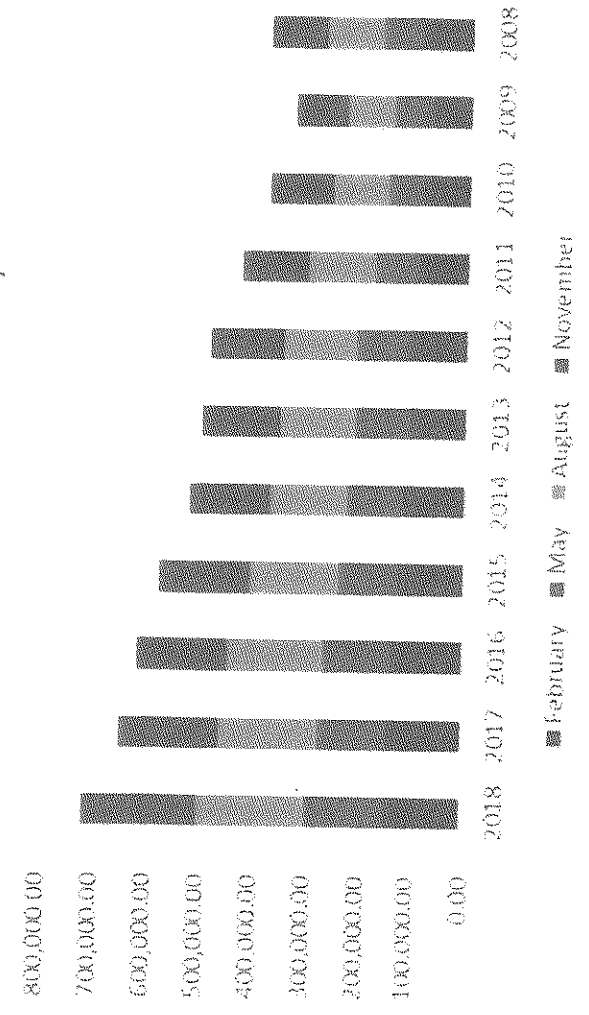
Hotel Tax Receipts

	2018	2017	2016	2015	2014	2013	2012	2011	2010	2009	2008
February	↑ 3.4%	144,495.14	139,791.00	133,596.69	119,653.59	111,814.52	107,082.66	90,749.34	82,097.46	77,771.49	87,850.00
May	↑ 12.80%	156,377.00	138,576.73	138,271.59	124,640.00	117,618.08	110,143.78	92,434.03	77,993.12	72,235.04	89,606.41
August	↑ 9.8%	200,616.96	182,687.85	174,106.00	162,280.97	140,606.24	132,269.04	121,948.50	102,865.80	87,713.30	101,501.55
November	↑ 14.02%	215,408.00	188,917.00	171,507.19	170,857.59	153,469.00	138,595.30	124,497.15	117,961.93	98,909.06	104,968.00
% change	↑ 10%	716,897.10	651,989.58	617,481.47	577,432.15	523,507.84	488,090.78	429,629.02	380,918.31	336,628.89	383,925.96
		9.95%	5.59%	6.90%	10.30%	4.25%	13.60%	12.78%	13.16%	12%	

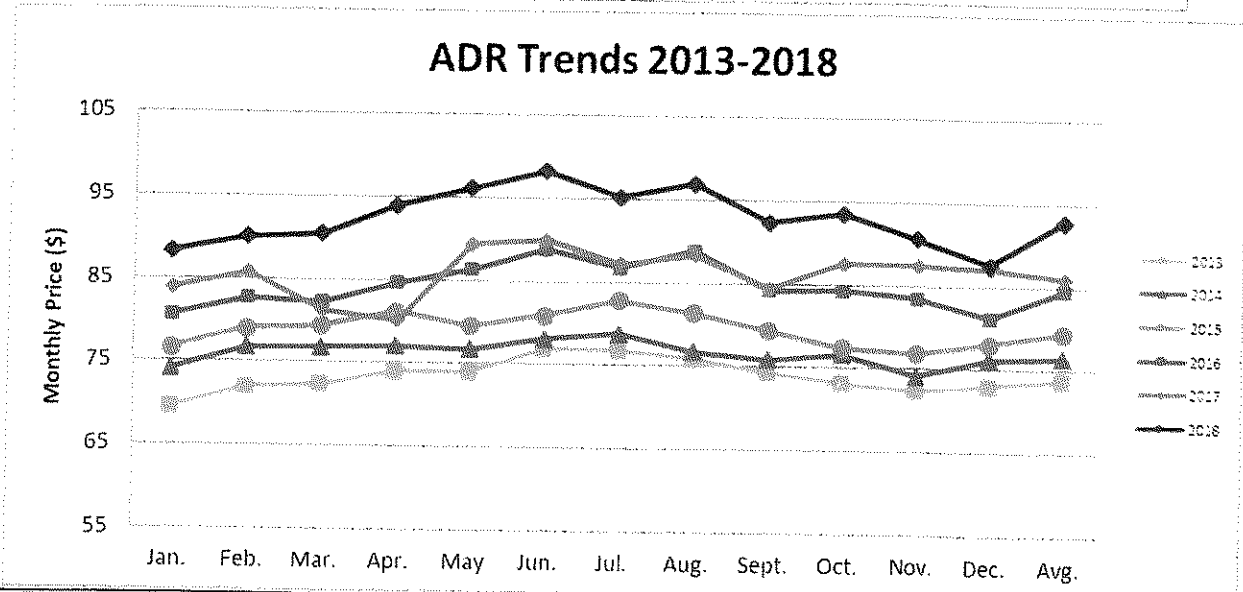
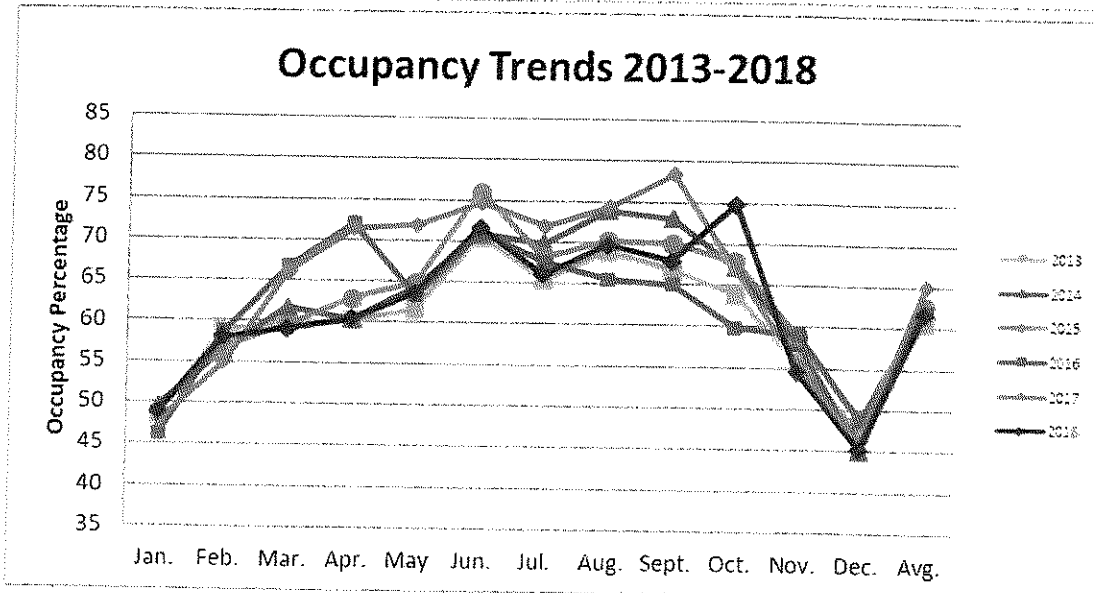
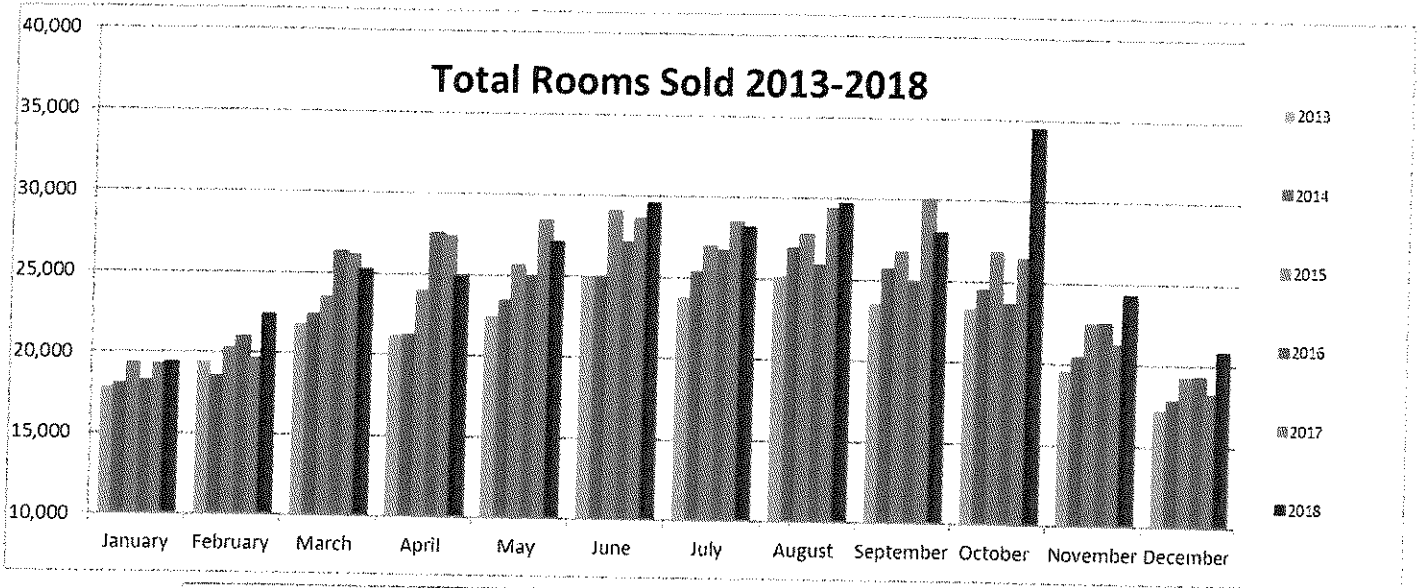
Month Received
 February
 May
 August
 November

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

Bed Tax Collection History



Hotel Data:

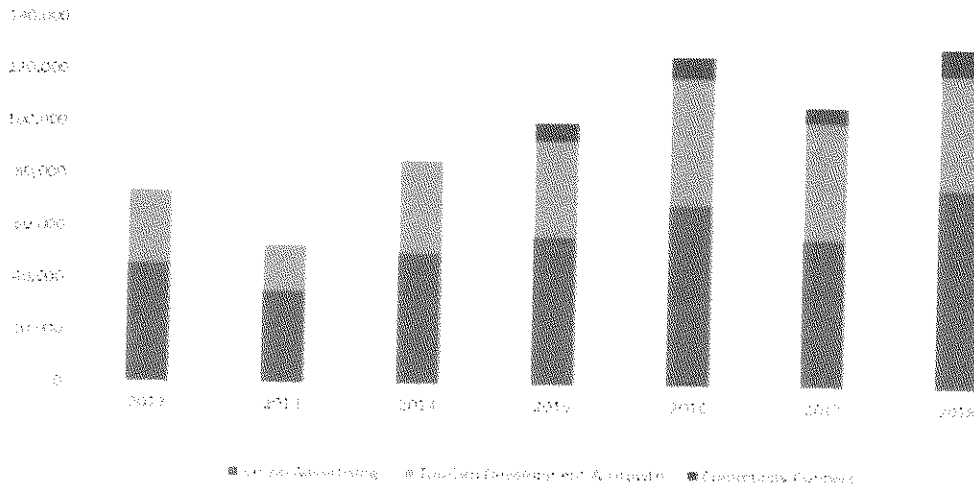


Grant Programs

Nearly **\$130,000** was granted back to the community through our four grant programs.

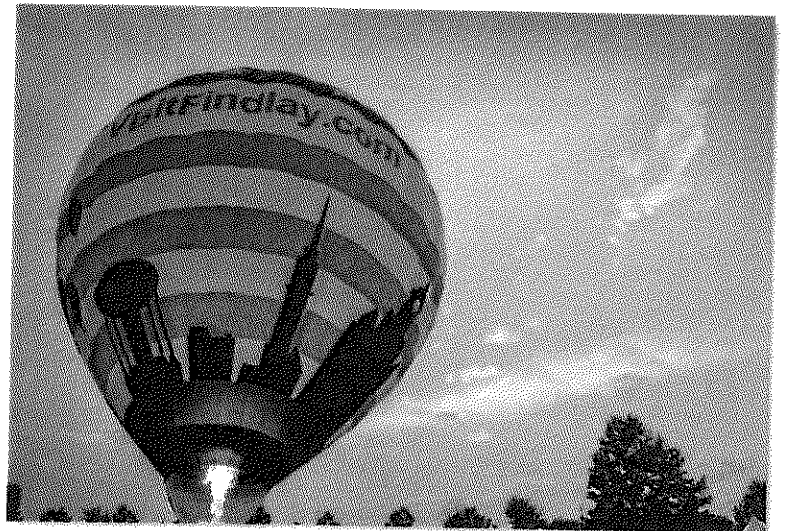
In addition to a funding resource, the CVB also supported **1,291** events covering sports, agriculture, meetings and tourism focused special events, increasing our exposure by 44% over previous year.

The additional support is given through promotion on our website and social media sources as well as by supplying visitor guides, welcome bags, event welcome, information tent, hotel room blocks, and referrals of local companies for onsite event needs.



Non-Traditional Marketing

The CVB introduced a new hot air balloon at Flag City Balloonfest in August of 2018. The balloon will make appearances throughout Ohio, Michigan and Indiana to promote our community.



Advertising Campaign

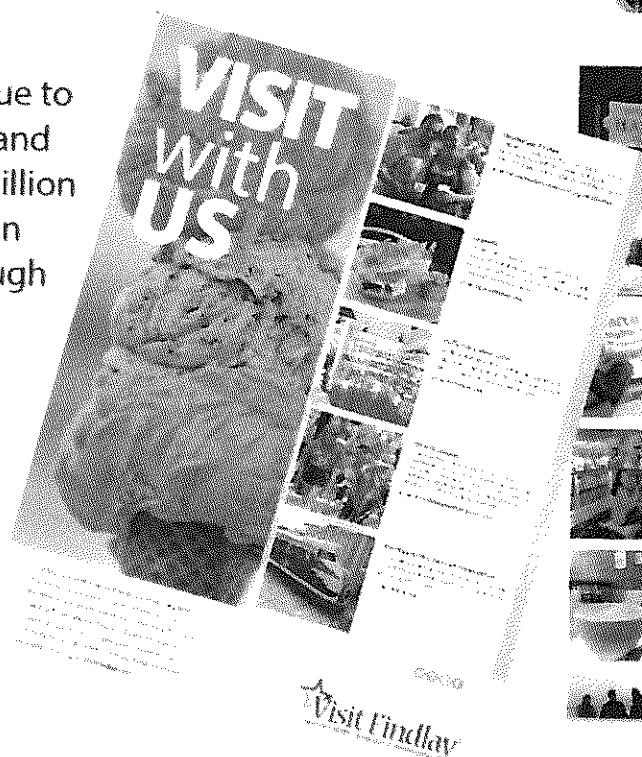
The CVB brand was in front of visitors through resources like Ohio Magazine, Great Meetings, On Tap, Arts in Ohio and Ohio Travel Guide.

In 2018, Findlay was awarded a Best Hometown by Ohio Magazine. Ohio Magazine categorized Findlay as "a city that exudes small-town feel while boasting a vibrant downtown, strong businesses and welcoming neighborhoods."

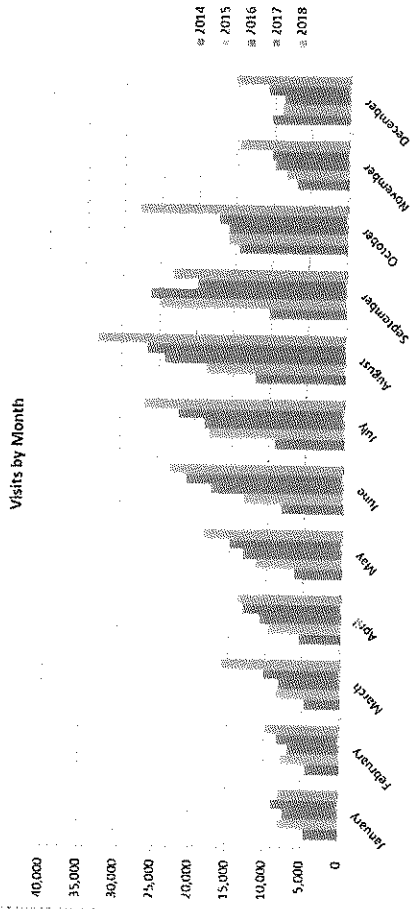


Digital Campaign Digital Display and Digital Video continue to be a great source of advertising and produces results. More than 1 million consumers throughout the region were exposed to our brand through web-based ads.

Social Media Campaign Social media sources produced 765,000 impressions. The visitor focused content maintained 10% engagement with followers and subscribers.



Website Analytics



- Top Cities:**
1. Findlay
 2. Cincinnati
 3. Detroit
 4. Columbus
 5. Tiffin
 6. Ann Arbor
 7. Lima
 8. Toledo
 9. Bowling Green
 10. Chicago

- Gender:**
- 64.3% Female
 - 35.7% Male
- Ages:**
- 24%, 25-34
 - 21%, 35-44
 - 18%, 45-54
 - 17%, 55-64
 - 11%, 65+
 - 9%, 18-24

2018 Annual Report

Website Updates

User Accounts and Grant Management

Event Landing Pages

Guest Blogging

Associations

Growth in outreach efforts produced events and programs to benefit the following sectors;

Food & Beverage

Restaurant Week

Retail

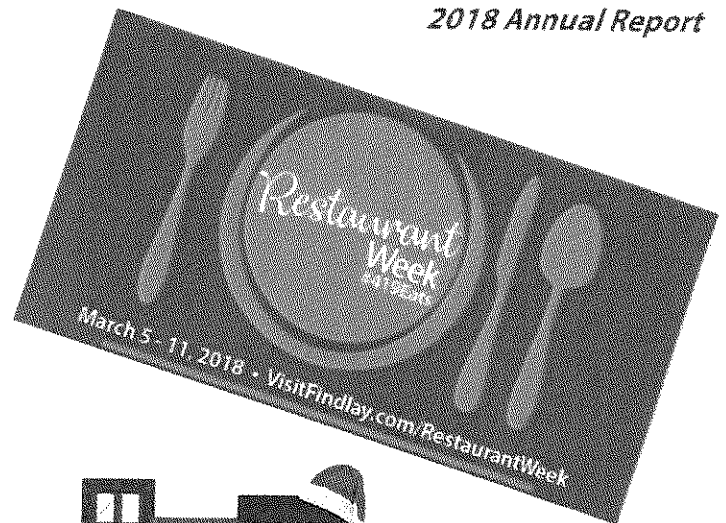
Cooperative Monthly events

Arts & Heritage

*Formation of this group in late 2018.
Collaborative events planned for 2019.*

Hotel

Strengthen relationships for city-wide events, like Miracle League All-Star game in 2018. Meeting association sponsorships and streamlining bid process in 2019.



Findlay First

Collaboration amongst the three divisions of The Alliance to market the Findlay-Hancock County Community to be recognized as a community of choice in attracting the best talent.



FINDLAY *first*
YOU *belong here.*