



**Board Meeting Minutes
April 8, 2008 – 12:00 pm
Visitors Center**

The meeting was called to order at 12:00pm by Jeanne Dials, Chairperson.

Present: Jeanne Dials, Bryan Felmet, Mary Elaine Feist, Barbara Wilinski, Charlene Anderson, Jerry Barilla, Howard Brettell, Greg Froehlich, Rikki Kamarados, David Lalich, Betty Masters. Also present were Executive Director Beth Wood and Assistant Director Donna Hrezo.

Absent: Ray Agresta, Nick Balakos, David Hindman, David Mosti, Mark Nehrbas, Don Richardson

Auditor's Report

Ron Komorowski of SR Snodgrass presented the auditor's report. The audit showed finances are in good order. Ron recommended that all transactions of Dean Martin merchandise that is sold on behalf of the Dean Martin Festival committee be documented.

A motion was made by Howard Brettell to approve the auditor's report. It was seconded by Greg Froehlich. Motion passed.

Minutes of Previous Meeting

A motion was made by Mary Elaine Feist to accept the minutes of the February meeting. It was seconded by Bryan Felmet. Motion passed.

Correspondence

Beth Wood reported that the Auditor of the State of Ohio sent a letter congratulating her for her membership to the board of Ohio Appalachia Country.

Several CVB board members commended Beth for the success of the OAC Spotlight on Appalachia Ohio Travel Show. Beth said OAC exhibitors were pleased with the venue as well.

Chairperson's Report

There was no Chairperson's report.

Executive Director's Report

Beth Wood reported that the Steubenville DVDs and the Scenic byways DVDs are in. The new CVB brochures have been printed and sent to racking services in Eastern Indiana, Ohio, Northern Kentucky, and Western Pennsylvania. She also pointed out the two new stand-up banners on display in the meeting room that say "Steubenville, City of

Murals” and “Steubenville, City of History.” A third is ordered that will say “City of Fun.”

Beth reported that more brochures are needed and that reprints will cost \$2,500 for 20,000. She designed the brochure herself. She said that the company that designed the banners can also create a new brochure at no cost to the CVB. The company would design a brochure and sell ads to cover the cost of the printing.

Beth said that Steubenville is included in a map about Appalachian Trails that is inserted in all National Geographic magazines.

Beth reported that she attended the Heartland Travel Showcase, and the banners worked well for that exhibit. She said that copies of all leads have been sent to our local tourism partners. Since tours book about one year in advance, the CVB will not see results from the event for a while. She said that next year the showcase will be held in Pittsburgh.

Another upcoming showcase is for the ABA (American Bus Association) in February. The ATB (American Travel Bureaus) will hold an expo in Pittsburgh in November, and Great Day Tours will hold one in Cleveland in October.

Beth reported that the Steubenville CVB advertised in the Pittsburgh Post Gazette and 20% of the cost was reimbursed through the Marketing Assistance Program sponsored by the Ohio Division of Travel and Tourism. Ads in all hotel directories have been renewed.

Beth said the Steubenville CVB was able to advertise in the Cincinnati Magazine due to winning a silent auction for the ad at \$250; the value of the ad is \$2,500.

Beth also plans to advertise in a group tour magazine for \$450 (the ad normally costs \$1,300). She also plans to get an ad in Ohio Magazine and will get a discount due to a grant to the OAC for marketing to the Ohio Appalachia Counties from the Governor’s Office of Appalachia.

Beth passed around a laminated copy of the OAC article that appeared in the *Herald-Star*. Alex Marshall sent the copy to the CVB.

Beth reported the dates of the Traditions Festival: the Dean Martin Festival will be held June 12-15 and the Grecian Food Festival will be held June 18 – 20. The Fort Festival has been renamed “Ohio Valley Frontier Festival” and will take place June 21-22. The fort will hold an event called Ohio Valley History Day on June 14th to coincide with the Dean Martin Festival.

Standing Committee Reports

Executive

Jeanne Dials reported that the Executive Committee met to handle business that involved advertising deadlines and expenditures that exceeded \$500. She reported that National City Bank sponsored the 2007 Christmas Parade for \$2,000, leaving us with an additional \$2,000 that had been earmarked for the parade. \$10,882 was approved for spending on

marketing. An additional \$1,000 was approved for the promotional Steubenville DVDs. The cost of the 3rd banner that will say “Steubenville City of Fun” was also approved.

The cost to participate in the Economic Impact Study was approved at \$750; however, Appalachia Counties now do not have to pay to participate. Other approved expenses include hosting Business After Hours for \$1,500 and a Post Gazette ad for \$585.

The Executive Committee also voted to pay for additional Rotary expenses for which Beth had been paying out of her pocket. The expenses include \$20 per quarter and a \$100 raffle ticket. The board decided that if the CVB ever wins the raffle, they will discuss what to do about it at that time.

The Executive Committee also discussed the City Market situation (reported in greater detail later in the meeting) and the CVB’s involvement with Light Up Night.

Personnel

Jeanne Dials reported that the Personnel Committee met. She reported that Dave Hindman had expressed his intention to resign from the board and that Dave had proposed that his wife Kay take his place. The Personnel Committee approved Kay Hindman as a candidate.

A motion was made by Rikki Kamarados that Dave Hindman’s resignation and Kay Hindman’s appointment to the Steubenville CVB Board of Directors be accepted upon receipt of a formal letter of resignation from Dave. The motion was seconded by Mary Elaine Feist. Motion passed.

City Market

Bryan Felmet reported that a committee met to discuss changes to the City Market. He said the Fort board has voted to discontinue hosting City Market on Fort Grounds. They gave several reasons:

1. The fort does not want to assume liability for accidents on fort property.
2. The grounds have been damaged due to vehicles leaving ruts in the lawn.
3. The limestone driveway needs resurfacing.
4. Vehicles drive over the water line to the fountain and could cause major damage.
5. The back parking lot and lawn are unsupervised. People have ignored directions.
6. The dumpster gets filled to overflowing with produce that rots.
7. A Jehovah’s Witness has threatened legal action for not being allowed to set up a table on the premise.

Bryan said the committee discussed several alternative solutions, including liability insurance, relocating the parking, and limiting small trucks to the Visitor Center parking lot and larger trucks to the bus pull off.

The committee had no recommended solution for the Jehovah’s Witness situation. Since the fort has 501(C)3 status, they cannot host religious or political activities without compromising their status and funding. Various suggestions were made to limit the market to only those who sell something or to only food vendors.

Barbara Wilinski made a motion for the CVB to present the proposed solutions to the City Market problems and to ask the fort to reconsider having City Market on the park grounds. It was seconded by Howard Brettell. Jerry Barilla abstained. Motion passed.

Rikki Kamarados suggested South Fourth Street as a back up location if the fort does not accept the proposed changes.

Treasurer's Report

Barbara Wilinski presented the financial report.

Howard Brettell, Greg Froehlich, and Charlene Anderson left at this time.

New Business

Barbara Wilinski announced that a bus from the ACS, a sister organization of the American Cancer Society, will be coming to Steubenville. The kick-off for the Ohio tour will take place in Cleveland on May 4, and the bus will arrive in Steubenville on May 8 for programs in the evening.

Adjournment

Rikki Kamarados made a motion to adjourn at 1:25pm. It was seconded by Jerry Barilla. Motion passed.