

CITY COMMISSION

WORK SESSION MINUTES

March 10, 2020

6:40 p.m.

PRESENT: Commissioners Chilton, Estrop, O'Neill, Rue and President Copeland. City Manager Heck.

GUESTS: Chris Schutte and Camaren Sloan, Convention and Visitors Bureau.

HONORABLE COMMISSIONERS:

Topics discussed at the work session held on Tuesday, March 10, 2020, were:

1. Mr. Chris Schutte and Ms. Camaren Sloan gave an update of the Convention and Visitors Bureau (CVB) which is the marketing arm of the Greater Springfield Chamber of Commerce. Tourism is a \$417 million industry for Clark County and accounts for 8.3 percent of employment in private businesses. Approximately \$1.1 million in lodging tax was collected in 2019. Hotels in the area saw a 4.7 percent increase in hotel occupancy with a 74 percent occupancy during weekends.

They spoke on the many events sponsored by the CVB engaging 35,000 attendees. They have implemented media influencers to engage social media generating a 17 percent increase in website visits. In May 2020, Mr. John Kelly will begin working as a dedicated downtown events programmer. Dr. Estrop commented on a similar position in Wooster, Ohio, which has helped connect people with their downtown.

Mr. Schutte also spoke on wayfinding projects with the help of the City's Service Department staff and work on the Spring Street corridor. The downtown pocket park with public art and seating was completed. He added the efforts are not just for marketing but creating a quality of life.

Mr. Rue complimented their work keeping the activities and ideas fresh and spoke on the creation of the downtown events position.

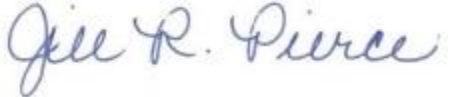
2. On motion of Dr. Estrop, seconded by Mr. Rue, the meeting adjourned.

Yeas, Mrs. Chilton, Dr. Estrop, Mr. O'Neill, Mr. Rue and Mr. Copeland.

Yeas 5, Nays 0.

Adj. 7:10 p.m.

Respectfully submitted,

A handwritten signature in blue ink that reads "Jill R. Pierce". The signature is written in a cursive style with a large initial "J".

Jill R. Pierce
Clerk of the City Commission