

BEACHWOOD CITY COUNCIL COMMITTEE OF THE WHOLE MEETING HELD ON MONDAY, FEBRUARY 6, 2017 AT 6:00 P.M. AT BEACHWOOD CITY HALL, CONFERENCE ROOM A, 25325 FAIRMOUNT BOULEVARD, BEACHWOOD, OHIO 44122.

The meeting was called to order at 6:02 P.M. by Council President Martin S. Horwitz.

ROLL CALL	Present:	J. Berns, M.S. Horwitz, A. Isaacson, M.M. Jacobs, B.B. Janovitz, J. Pasch
	Absent:	B. Linick
	Also Present:	Mayor Gorden, H.L. Jones, T. Turick J. Doult

1. Executive Session for the purpose of discussing matters regarding Personnel Appointments

Moved by Justin Berns and Seconded by Alec Isaacson to commence the Executive Session at 6:03 P.M.

ROLL CALL	Yes:	J. Berns, M.S. Horwitz, A. Isaacson, M.M. Jacobs, B.B. Janovitz, J. Pasch
	Abstain:	None.
	No:	None.
	Not Voting:	None.
MOTION ADOPTED		

Moved by Alec Isaacson and Seconded by James Pasch to go back on the record at 6:15 P.M.

ROLL CALL	Yes:	J. Berns, M.S. Horwitz, A. Isaacson, M.M. Jacobs, B.B. Janovitz, J. Pasch
	Abstain:	None.
	No:	None.
	Not Voting:	None.
MOTION ADOPTED		

2. Discussion regarding the Beachwood Convention and Visitor's Bureau goals, metrics, and funding for 2017.

Mr. Doult thanked the Committee for meeting with him and introduced Steven Hacker and Jessica Smith.

Mr. Doult opened the meeting with a video produced by Steven Hacker who is a board member for Beachwood Convention and Visitor's Bureau.

The video showcased several businesses that were partners and members of the BCVB and showcased the City of Beachwood as a whole.

After the video, Jessica Smith who is the only employee of the BCVB took the floor and discussed the goals of the BCVB for the upcoming year.

These goals include; sales in new markets, identifying and exploring “feeder states”, attending local trade shows, strategic development and connectivity, creating traffic on the website and establishing stronger analytics. The goals also include telling Beachwood’s story through marketing using print and digital avenues, assuring quality of visitor’s experiences, increasing partnership and membership within the community and the BCVB, and increasing resident awareness by partnering with local associations.

After discussing the goals of the BCVB, Ms. Smith opened the floor up for questions.

Mr. Isaacson asked Ms. Smith to go back and explain what a partner and what a member is in regards to the BCVB.

Ms. Smith stated that an example of a partner would be local hoteliers that don’t pay membership dues. A member for, example, would be a local restaurant that paid membership dues to be a part of the BCVB.

Mrs. Janovitz asked for an explanation of the percentage of funds that has been provided to the BCVB.

Mr. Doult stated that this year, the BCVB will be asking for funding in the amount of Ninety Two Thousand Dollars and No/Cents (\$92,000.00) and the BCVB are responsible for bringing in Fourteen Thousand Dollars and No/Cents (\$14,000.00) in revenue.

Ms. Smith stated that last year’s revenue for the BCVB totaled in an amount of Eight Thousand Four Hundred and Fifteen Dollars and No/Cents (\$8,415.00).

Ms. Smith stated that there was a Two Thousand Dollar (\$2000.00) increase in revenue in 2016.

Mr. Horwitz stated that he was hoping to see some metrics on how the BCVB has increased revenue in the City of Beachwood.

Mr. Horwitz asked if there were any specific numbers the BCVB could provide to the Committee to help understand the revenue brought in by the BCVB.

Mr. Doult stated that there were several intangibles and that there were no hard numbers to represent the revenue generated.

Mr. Doult stated that it is very difficult to pin down exactly how much having the BCVB has helped to increase revenue streams in the City of Beachwood.

Mayor Gorden stated that a large amount of the information is proprietary to the hotels and the hotels don’t want that information out in the public due to the nature of the information.

Mr. Isaacson stated that one way to tell there has been an increase in revenue is by looking at the increase of the lodging tax in the City of Beachwood.

Mr. Isaacson stated that the lodging tax has indeed been increasing over the years since the institution of the BCVB.

Mrs. Janovitz stated that several of the items presented seem to be much like what Mr. Doult does in the Economic Development Department in regards to marketing the City.

Mrs. Janovitz stated that she is concerned that the functions of the BCVB and the Economic Development Department are much the same and is concerned with the function of the BCVB and the Economic Development Department being repetitive in nature.

Mr. Doult respectfully disagreed with Mrs. Janovitz and stated that Economic Development and the BCVB are on parallel paths but their functions are not entirely the same.

Mr. Doult stated that Ms. Smith has been able to market the City in a different capacity than the Economic Development Department.

Mr. Doult stated that Ms. Smith is able to travel locally to market and network the City of Beachwood.

Mayor Gorden stated that he would like Mr. Piorkowski representing cleveland.com to allow the City to get back in touch with him regarding the exact figures that were presented in regards to the Hotel tax. Many of those figures were estimates and Mayor Gorden did not want the wrong numbers to be printed.

Mayor Gorden stated that he did have one questions regarding how many conventions have signed up for the calendar year.

Ms. Smith stated that no businesses have signed up for conventions yet but it is getting to be the busy time of year.

Mayor Gorden asked Ms. Smith how she was able to cut down her staff and still produce results.

Mr. Doult stated that with all the new ways for advertising such as digital and print and social media that it allows for a smaller staff.

Mr. Horwitz asked if there were any other revenue streams that could be explored to bring in money and in the future does the BCVB see themselves joining with other communities in the area.

Mr. Doult stated that the board has been discussing how to incorporate the greater Beachwood area to increase revenues.

Mr. Doult thanked the Committee again and Mr. Horwitz stated that unfortunately he had to cut off Mr. Doult and stated that this discussion will be continued when the legislation is brought up on the floor during the regular Council Meeting.

ADJOURNMENT

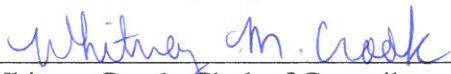
Moved by J. Berns, seconded by J. Pasch at 6:57 P.M. to adjourn the Committee of the Whole Meeting to the next regularly scheduled Council meeting.

ROLL CALL	Yes:	J. Berns, M.S. Horwitz, A. Isaacson M.M. Jacobs, B.B. Janovitz, B.H. Linick, J. Pasch
	Abstain:	None.
	No:	None.
	Not Voting:	None.
		MOTION ADOPTED

Approved:



Merle S. Gorden, Mayor



Whitney Crook, Clerk of Council