

UNION COUNTY COMMISSIONERS JOURNAL 2025
February 4, 2025

The Union County Commissioners met in regular session this 4th day of February, 2025, with the following members present:

Steve Robinson, President
 David A. Lawrence, Vice President
 Tom McCarthy, Commissioner
 William Narducci, County Administrator
 Letitia Rayl, Assistant County Administrator/ Budget Officer
 Mallory Lehman, Clerk to the Board

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*Commissioner Robinson called the meeting to order at 8:30 a.m.

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*Mike Williamson, Marysville Journal Tribune was in attendance.

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Elected Officials/Department Head Meeting

The Commissioners held their monthly staff meeting this date with the following elected officials and department heads in attendance: Andrew Smarra, Treasurer; Brad Gilbert, Director/EMA; Sheriff Mike Justice; Wendy Golden, Court Administrator/Common Pleas Court; Judge Rick Rodgers/Probate and Juvenile Court; Wayne Dellinger, OSU Extension; Cayla Warnok Director of Operations/Business Manager/UCBDD; Karen Elyon, Director/Union County Tourism; Adam Negley, Executive Director/Mental Health and Recovery Board; David Phillips, Prosecutor; and Thayne Gray, Assistant Prosecuting Attorney.

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Elected Officials/Department Head Updates:

- Cayla Warnok had no report.
- Wayne Dellinger stated this is the busy season for agriculture and natural resources programs at the OSU Extension Office. There is a Tillage Club breakfast on February 13th in Hardin County. That same day, he will be hosting the Union County Pesticide and Fertilizer Application Recertification Training at London Avenue. The Annual Grain Marketing Outlook meeting will be on February 21st in Urbana. The last Tillage Club meeting is on February 27th, and the Farmer's Breakfast will be on the 28th at Der Dutchman. He is traveling around to surrounding counties teaching classes this month.
- Mike Justice stated the Sheriff's Office held their annual awards last week. Barb Sattler was the community employee of the year and Alex Wargo was the deputy of the year. The second round of HR interviews will be next week. With Ginger's assistance, they have narrowed it down to two candidates. There are deputy interviews today, and for the first time in years there are more applicants than openings.
- Brad Gilbert stated he wanted to give a public thank you to the Hope Center for opening an overnight warming center when the weather was cold a couple weeks ago. A lot of Union County employees and community members donated blankets to the Hope Center for the warming center.

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Tomorrow is the monthly tornado siren test, but the siren will go off twice to test the new system. He is hoping by the end of March the new activation warning system will be up and running. EMA met with Union County United Way last week to talk about donations during disasters. There are a lot of people who want to donate money when disasters happen, so there is a need to put together protocols and procedures to help make this happen quickly in case of a disaster in Union County.

- Judge Rodger had no report.
- David Phillips stated Judge Fraser is on day two of a felony trial today. His office had narrowed down the VOCA applicants down to two good candidates, but they both accepted other positions. They are currently back to square one to fill that position.
- Wendy Golden stated Judge Fraser is in court for a felony trial today.
- Karen Elyon stated lodging in Union County was 86.6%. She called the company who did the data to make sure this number was correct. There were a lot of travelers coming in for Honda and the new electric vehicle. This shows how important fortune 500 companies are in the community. She is going to schedule a meeting with Bill Narducci to discuss short-term rentals in the county.

The following handout accompanied Karen’s Update:

UNION COUNTY

TOURISM

All County Meeting
 Tuesday, February 4, 2025

Tourism Impact

Current Month - December 2024 vs December 2023												
	Occ %		ADR		RevPAR		Percent Change from December 2023					
	2024	2023	2024	2023	2024	2023	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Ohio	45.2	44.2	106.18	105.18	48.04	46.46	2.4	1.0	3.3	3.8	0.5	2.9
Union County, OH	86.6	83.8	105.30	89.35	91.24	57.03	35.7	17.9	60.0	59.7	-0.2	35.5
Dublin/1-270 West submarket	56.4	49.3	99.27	92.86	56.03	45.80	14.5	8.9	22.3	22.3	0.0	14.5
Marion County, OH	80.7	44.0	93.35	82.02	56.68	36.56	36.2	13.8	55.0	55.0	0.0	36.2
Delaware County, OH	52.5	48.2	118.06	111.27	62.02	53.64	9.0	6.1	15.6	15.6	0.0	9.0
Clark County, OH	47.7	41.3	87.22	83.81	41.81	34.63	15.4	4.1	20.1	10.4	-8.1	6.1

Year to Date - December 2024 vs December 2023												
	Occ %		ADR		RevPAR		Percent Change from YTD 2023					
	2024	2023	2024	2023	2024	2023	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Ohio	58.3	57.7	121.24	117.47	70.66	67.81	1.0	3.2	4.2	4.3	0.1	1.1
Union County, OH	88.9	87.9	105.68	100.00	72.60	67.94	1.4	5.7	7.2	7.6	0.4	1.8
Dublin/1-270 West submarket	65.6	61.7	108.64	106.64	71.22	65.76	6.3	1.9	8.3	8.3	0.0	6.3
Marion County, OH	61.6	54.7	92.67	90.35	57.07	49.40	12.6	2.6	15.5	15.5	0.0	12.6
Delaware County, OH	64.8	62.7	130.74	127.19	84.66	79.79	3.2	2.8	6.1	6.1	0.0	3.2
Clark County, OH	55.9	55.6	97.31	92.10	54.38	51.25	0.4	5.7	6.1	-3.0	-8.6	-8.1

Short-term Rental Assessment

Year-to-Date

- Listings: 52
- ADR: \$154
- Occupancy: 21.4%

Destination Uplift

The next best practices marketing webinar that representatives from TwoSix Digital will be presenting in partnership with Union County Tourism is titled, *How AI Can Help Not Hinder Your Work* will be held virtually from **11 a.m. – noon, Tuesday, February 18**. To register scan the QR Code or go to destinationuplift.com and use code: **PARTNER2025**.



Bandwango Trails

The reboot for the year is nearly complete with an anticipated launch date for the Covered Bridge Trail and Naturally Crafted Adventure Trail on Friday, February 7. The trails will have new prizes and expanded opportunities.

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Dine on a Covered Bridge

Ticket sales launched in December. As of 2/3 we have sold 199 of the 580 available tickets Union County Tourism staff is still working on the presenting sponsorship opportunity with Merchants National Bank. Participating winery/brewery partners for 2025 include:

- Dalton Union Winery & Brewery
- Happenstance Brewing Project
- Ill Mannered Brewing Co. Taproom & Barrel House
- Rhetoric Brewing Co.
- Taphouse at Retreat 21

Union Station 1820**2024 Metrics**

- Sales (Gross): \$46,310 (-12% decrease YOY)
- Visitation: 6,225 (-5.5% decrease YOY)
- Active vendors: 70

January 2025

- Sales (Gross): \$1,400.45 (-28% decrease YOY)
- Visitation: 169 (-14.2% decrease YOY)
- Active vendors: 71

Social Media Followers Across All Platforms: 15,117

January Newsletter Metrics:

- Leisure Subscribers: 4,649, Open Rate: 40%
- Tourism Partner Subscribers: 458, Open Rate: 45%
- Weekly Event Update Subscribers (last send): 418, Open Rate (average): 44%

America 250 – Ohio

Submitted an application on 1/31/2025 asking for America 250 – Ohio Commission to support our America 250 Celebration Trail through a grant for \$5,000. The next task force meeting is Tuesday, March 8 at 9:30 a.m. at the Union County Chamber of Commerce Offices.

Main Street Marysville

We've made the fiscal transition for Main Street Marysville events from our organization to MSM. This means that Union County Tourism will no longer be the fiscal management entity for all revenue and expenses related to the FestiFair Arts & Crafts Festival, Scarysville, and Christmas Walk events.

Other

- Save the date! The Union County Tourism annual breakfast meeting will be held on Thursday, March 20 at 8 a.m. Location TBA.
- I'm pleased to share that the inaugural board meeting for the Ohio Association of Convention & Visitors Bureaus was held in Plain City at The Silo on January 31. Special thanks to Tim Dawson for his generosity in assisting with room rental. This is the first time that an OACVB board meeting has been held in Union County.


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- Adam Negley had no report
- Andy Smarra stated it is tax collection time. Traffic to the office during collection time is not what it used to be. The amount of people who pay in person is significantly less, but that makes the volume of mail higher. As the county grows and new residents move in, many homeowners are putting their taxes in escrow.
- Thayne Gray had no report.
- Bill Narducci had no report.

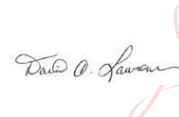
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*Commissioner Robinson adjourned the meeting at 8:44 a.m.


The preceding minutes were read and approved February 12, 2025.

 Digitally signed by Steve Robinson
DN: cn=Steve Robinson,
o=Commissioners, ou=Commissioner,
email=mlshman@unioncountyohio.gov,
c=US
Date: 2025.02.12 09:37:42 -05'00'
Adobe Acrobat version: 2020.005.30748


Steve Robinson
Commissioner

 Digitally signed by David A. Lawrence
DN: cn=David A. Lawrence,
o=Commissioners, ou=Commissioner,
email=mlshman@unioncountyohio.gov,
c=US
Date: 2025.02.12 09:38:02 -05'00'
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David A. Lawrence
Commissioner

 Digitally signed
by Tom McCarthy
Date: 2025.02.12
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Tom McCarthy
Commissioner

 Digitally signed by Mallory Lehman
DN: cn=Mallory Lehman, o=Commissioners,
ou=Assistant Clerk to the Board,
email=mlshman@unioncountyohio.gov,
c=US
Date: 2025.02.12 09:38:42 -05'00'
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Mallory Lehman, Clerk to the Board