

Clermont County Convention & Visitors Bureau

Board Meeting, July 27, 2019

Hilton Garden Inn

Attendance: Chuck Tilbury, Mary Eisnaugle, Greg Holman, Dan Solazzo, Jerry Yeatts, Payal Patel and Jeff Blom. Jim Comodeca was conferenced in by phone.

Minutes from the 6/25/19 minutes were reviewed.

Motion: A motion to approve the 6/25/19 minutes was made by Mary Eisnaugle and seconded by Greg Holman. All in favor. Motion passed.

Mikayla Trinkley, Hilton Garden Inn GM, gave an update on the Hilton Garden Inn Hotel improvements.

Chuck Tilbury presented the June financial report. The CVB has a positive cash flow. It is well within budget. Liquid assets have increased and the CVB is in solid financial shape.

Revenue for rowing is from sponsors, USRowing, vendors and CVB donation. Expenditures for the rowing event will show in July and August financial reports. The cost to manage and run the rowing event is \$80,000.

Chuck Tilbury suggested that Jeff prepare a summary report of the rowing event, including revenue and expenses, as well as provide final hotel report from EMC. Board can review report at September board meeting.

Motion: A motion to accept the June CVB financial report as presented, was made by Jerry Yeatts. The motion was seconded by Payal Patel. All in favor. Motion passed.

Clermont Sports Development Corp.: Jeff Blom gave facilities and equipment update.

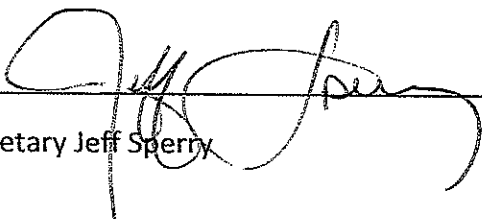
- Jeff discussed the possible need for a new start bridge for rowing due to age of current one (used in 1984 Olympics), as well as the continual repairs. Need to look at long term with a review of the ROI on rowing events.
- Modification of rowing course for ACA canoe and Kayak event, as well as Masters/Scholastic rowing events is approximately \$10,500.

CVB Report: Jeff Blom gave update on the following:

- STR Report – Hotel occupancy down 7% for June. Should improve greatly for July.
 - Jerry shared that Laxinnati LaCross tournament was cancelled this spring and games were cancelled on multiple days for soccer tournaments due to severe rains in May and June.
- Sports – Hired Lauren Baston, Sales Director, Sports and Events. She started July 3rd.

- CVB presented proposal and won ACA Sprint National Championships for canoe and kayak competition for August 2020. 350 athletes, another 200 coaches, trainers and visitors with teams that travel and 1,200 or more room nights.
- Meetings and Group Tour – Margaret Bedilion following up on sales call and leads. She has 5-6 groups looking to book, with one group tour looking to come from Toronto.
- Marketing – Monthly metrics were discussed and included in board packet.

Motion: A motion to adjourn was made by Dan Solazzo, Payal Patel seconded. All in favor, motion passed. Meeting ended at 12:54 p.m.


Secretary Jeff Sperry

9-3-2019
Date