

**Clermont County Convention & Visitors Bureau
Board Meeting
Holiday Inn Eastgate
November 17, 2021**

Attendance: Payal Patel, Jim Collins, Jeff Sperry, Dan Solazzo, Nick Baker and Jeff Blom.

Minutes: The meeting began at 1:10 p.m. and October 21, 2021, minutes were reviewed.

Motion: Jim Collins made a motion to accept the September 30, 2021, minutes. Dan Solazzo seconded the motion. All in favor, motion passed.

October CVB Financials:

The lodging tax at \$65,211 was the second highest amount of the year. Decrease in salary due to 2 payrolls versus 3 in September. [REDACTED]

[REDACTED] Dan asked for a roster of employees and premiums to review health benefits. Jeff indicated that two employees have single plans, one employee has a family plan. Other expenses were in line or under budget.

Investments: TD Ameritrade – increase around \$4,000, Edward Jones – increased roughly \$3,000.

Motion: Nick Baker made a motion to accept the October CVB financial report as presented. Jeff Sperry seconded the motion. All in favor, motion passed.

October Clermont Sports Development Corp Financials:

There were two expenses for the month – internet and security. No major costs.

Motion: Jim Collins made a motion to accept the October CSDC financial report as presented. Nick Baker seconded the motion. All in favor, motion passed.

President's Report:

There was no STR report, as report comes out November 19th.

Clermont Sports update: CJRC Midwest Invitational regatta is now May 21-22, 2022. The ACA Sprint National Championships are now July 31-August 6, 2022. Boats will be winterized and most will be stored in boathouses. Old start dock was listed for sale and there have been a couple of inquiries.

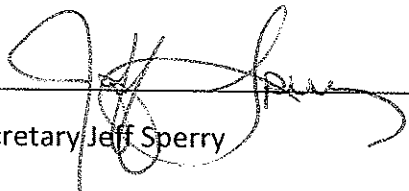
Sales: Jeff attended the SPORTS, The Relationship Conference October 11-15 and had 26 appointments and meetings with sports events rights holders. Chelsea was unable to attend due to illness. Chelsea and Jeff attended the SportsETA Symposium in Birmingham, AL October 25-28. They had over 25 appointments with various sports organizations and events for regional and national tournament events. It was a good experience for Chelsea, with Jeff showing her how to prepare for the marketplace and discuss sports facilities in Clermont County that match up well with the various sports. Chelsea is currently following up with leads and working on proposals. [REDACTED]

[REDACTED]

Marketing: Jeff shared the marketing metrics report and is in the board packet for review. Alexis and Jeff attended the Ohio Travel Association Fall Conference in early October. The CVB won Ruby Awards for Blog, Print Advertisement and a Certificate of Excellence for Promotional Video. Clermont Freedom Trail brochure was printed and app was finished with official launch date of November 5th.

Budget: Jeff presented draft of 2022 budget. Board shared that overall draft looked good. Slight revisions suggested. Jeff will present final budget at December board meeting.

Motion: A motion to adjourn was made at 1:04 p.m. by Nick Baker. Dan Solazzo seconded the motion. All in favor, motion passed.



Secretary Jeff Sperry

1-18-2022

Date