

**Clermont County Convention & Visitors Bureau
Board Meeting
Holiday Inn Eastgate
February 25, 2021**

Attendance: Mary Eisnaugle, Jeff Sperry, Dan Solazzo, Nick Baker, Greg Holman, Mike Moore, Payal Patel via phone, and Jeff Blom. Absent: Jim Collins, Nick Baker

Minutes: The meeting began at 11:32 p.m. and January 26, 2021 minutes were read.

Motion: Greg Holman made a motion to accept the December 15, 2020 minutes. Dan Solazzo seconded the motion. All in favor, motion passed.

Finances: Dan Solazzo began with the Sports Development Corp. Cash increased due to \$15,000 payment from USRowing. Expenses: \$400 membership for USRowing.

Motion: Jeff Sperry made a motion to accept the CSDC financial report as presented. Greg Holman seconded the motion. All in favor, motion passed.

Dan Solazzo reported on CVB financials. Dan and Jeff will schedule a call with Brixey & Meyer to discuss a couple of items with listing CVB/CSDC expenses, as well as PPP. Net loss for CVB of \$5,061.90 for January. SBA loan matches with payroll expense.

Large expenses for the month: DOI Insurance \$2,184.00; OACVB membership \$2,000.00; Dell laptops warranty \$1,124.00.

Edward Jones and TD Ameritrade went down slightly, but still performing well.

Motion: Michael Moore made a motion to accept the CVB financial report as presented. Greg Holman seconded the motion. All in favor, motion passed.

Director's Report:

STR Report: Hotel occupancy was 36.2% in January, down 14.3% from 2020. ADR was \$70.78, which was down only 11% from December 2020. That was good news and trending in the right direction. RevPAR was \$25.63, down 23.7% from December 2019. Improved 14% from last month. March and April will still be a challenge with COVID-19 and people not traveling until more people vaccinated. However, sports events are scheduled and should help on weekends.

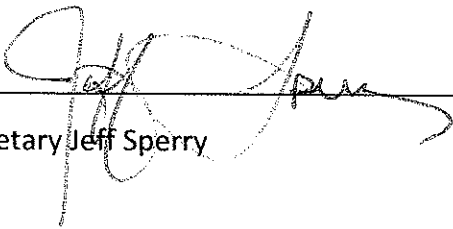
Clermont Sports Dev Corp: The new start dock continues to be built by Precision Racing and is scheduled to be assembled at the end of March. The new judges stand is being built and should have by first week of April. We are still waiting on event permits for CJRC regattas and Big Ten regatta due to COVID-19. Safety protocols were submitted in early February, so waiting for state ODNR office to approve.

Sales: Lauren rebooked the [REDACTED] scheduled for June 2020 to August 7, 2021 for 300 room nights. Event will be held at Miami Meadows. Proposals were sent for [REDACTED]. Lauren has been following up with other leads for sports, as well as coordinating calls for Big Ten regatta and reaching out to potential sponsors. Made 125 sales calls in January.

[REDACTED] Jeff will post the sales position at the end of March and conduct interviews in April.

Marketing: CVB team completed editing and proofing 2021 visitors guide with Great Lakes Publishing. Sarah attended the webinar for Tourism Ohio marketing co-op and worked with Jeff to put together marketing plans. Sarah and Jeff had a call with Bandwango to review trails, passes and ticketing capabilities. The marketing plan was handed out to board members. Social media and website metrics are improving.

Motion: A motion to adjourn was made at 1:07 p.m. by Michael Moore. Dan Solazzo seconded the motion. All in favor, motion passed.



Secretary Jeff Sperry

3.25.2021
Date