

Clermont County Convention & Visitors Bureau
Board Meeting
Conference Call (due to COVID-19 Pandemic)
March 24, 2020

Attendance: Jim Comodeca, Mike Moore, Mary Eisnaugle, Jeff Blom, Payal Patel, Dan Solazzo, Jeff Sperry.

Minutes: February 25, 2020 minutes were read.

Motion: Mary Eisnaugle made a motion to accept the February 25, 2020 minutes. Dan Solazzo seconded the motion. All in favor, motion passed.

Treasurer's Report: Dan Solazzo reviewed the CVB financial statements with the board. Motel Beechmont did not pay lodging tax for the month, but most likely will catch up the next month. If they had paid, revenue would be on par with 2019. Expenses are in line with larger expense for month being insurance for CVB.

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

Dan reviewed the Clermont Sports Development Corp. financial statements.

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

Director's Report: Jeff Blom said STR reports Clermont County hotel occupancy down in February 2.7%, ADR (average daily rate) was up 0.8%. REV par was down 2.1%.

Sports Facility update: Start dock delivered to ODNR office and Tim Royalty will begin to work on customizing it for rowing. Balance to be paid in early June. April regatta was cancelled. May Midwest Invitational Regatta is in jeopardy with the coronavirus. ACA at end of July is still on as scheduled, but participation could be down due to coronavirus.

A new multi-purpose sports facility called Elite Athletics will open in July 2020 and will have 6 basketball courts, can convert to multiple volleyball courts, host cheer, dance, wrestling, archery and other sports events. Could possibly host concerts, conferences and trade shows. Will be a great addition to Clermont County.

Marketing and Sales:

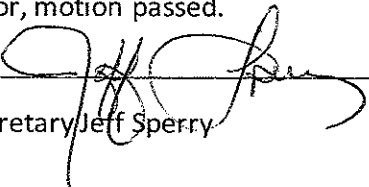
- New Meeting and Sports Planner Guide will be mailed out in April to planners and digital version will be included in targeted emails.
- New Visitors Guide is being designed with new content. It will be printed and ready in late April.
- Marketing: Plans are well underway for spring/summer travel. Cutting April and May marketing due to coronavirus. Will focus on shop local, future planning and contests to increase email/social media numbers. We will focus marketing budget on recovery when timing is right in late May/early June.
- Sales: There are several proposals out for new events in 2021 and beyond. Lauren is back from maternity leave and working on accounts for soccer, lacrosse, baseball, softball and more.

New CVB Officers Motion: Jim Comodeca nominated and made motion for Mary Eisnaugle to become CVB Chairperson for 2020. Motion seconded by Dan Solazzo. All in favor. Motion approved.

Jim Comodeca nominated and made a motion for Dan Solazzo to become Treasurer for 2020. Mary Eisnaugle seconded the motion. All in favor. Motion approved.

At next board meeting, Vice Chair and Secretary will be elected, as well as new CSDC Board. Jim Comodeca asked board members to think about what positions they would like to volunteer for this year.

Motion: A motion to adjourn at 12:28 p.m. was made by Mary Eisnaugle. Dan Solazzo seconded the motion. All in favor, motion passed.


Secretary Jeff Sperry

April 10, 2020
Date