

**Clermont County Convention & Visitors Bureau
Board Meeting
Elite Athletics Sports Complex
May 25, 2021**

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

Minutes: The meeting began at 11:50 a.m. and April 22, 2021 minutes were read.

Motion: Nick Baker made a motion to accept the April 22, 2021 minutes. Payal Patel seconded the motion. All in favor, motion passed.

Jason Fraley, Elite Athletics Sports Complex, spoke and gave a tour of the facility.

Sports Development Corp Finances: Balance increased \$23,000 up to \$44,817.6. USRowing payment and local sponsorships have helped to offset costs for running the Big Ten regatta event. Expecting payment of \$23,000 from Big Ten to Clermont Sports Development Corp. for payment to manage the regatta in April.

Motion: Payal Patel made a motion to accept the CSDC financial report as presented. Dan Solazzo seconded the motion. All in favor, motion passed.

CVB financials:

Decrease in cash due to \$20,000 capital contribution to CSDC for Big Ten sponsorship and annual operational expenses. Due to / Due from CSDC went up a little bit due to credit card purchases for Big Ten regatta. Dan proposed that Jeff obtain 2 more CSDC credit cards for staff to utilize.

Edward Jones went down slightly due to \$25,000 withdrawal for start dock. CVB sold \$25,000 for withdrawal, \$16,000 was cost w/\$9,000 gain noted.

Revenue: Lodging tax increased slightly in Feb. to \$31,988.

Expenses: Salary is higher for the month due to 3 payrolls in the month. Annual memberships to professional organizations for 2021 were another expense of note for the month.

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

President's Report:

STR: Jeff went over the April STR report. Occupancy was 55.3%, up 68% over 2020. ADR was \$88.10 per room, up 40.7% from 2020 and RevPAR was \$48.70, up 136% from 2020. That is good news and it shows that our tourism economy is starting to recover. The April Big Ten regatta and basketball tournaments continued with the positive increase in occupancy that started in March.

Marketing: Website, email and social media metrics are attached. New Bikes, Brews & BBQ Trail launches in mid-June with media launch and contests for completing the trail. New Land of Grant Trail and Freedom Trail apps and brochures being developed.

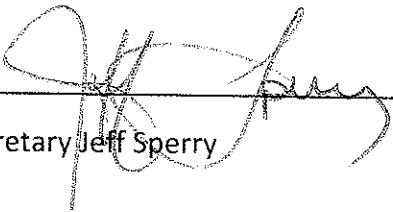
Sales: New Sales Director starts June 9th. Chelsea Vollman, who is the Director of Sales at the Homewood Suites in Oakley. Chelsea is a lifelong Milford resident who is a Milford HS alumni. She has excellent hotel sales experience and has worked with several youth sports organizations. She has coached Sycamore girls cheerleading and has managed cheer competitions and is very familiar with event management operations.

New Business:

[REDACTED]

Motion: A motion to approve Payal Patel for a three- year board term 4/1/21 to 4/1/24 was made by Mary Eisnaugle and seconded by Jeff Sperry. All in favor, motion passed.

Motion: A motion to adjourn was made at 1:08 p.m. by Nick Baker. Payal Patel seconded the motion. All in favor, motion passed.



Secretary Jeff Sperry

6-24-2021
Date