

Clermont County Convention & Visitors Bureau

Board Meeting

March 24

Clermont County CVB office

Attendance: Nick Baker, Greg Holman, Stephen Hood, Chad Kelley, Payal Patel, Chelsie Hornsby, Tressa Young, Dan Solazzo (remote)

Minutes: The meeting began at 11:32 and the February 23, 2022, minutes were reviewed.

Motion: A motion to accept the February 23, 2022, minutes was made by Greg Holman. Steve Hood seconded the motion. All in favor, motion approved.

President's Report:

STR report:

- Occupancy for February is up 48.4%, which is up 18% year over year. Year to date occupancy is up 15.5%. ADR (average daily rate) for February was \$86.13, which is up 17.4% over last February. Year to date ADR is \$86.31, up 16% over last year. RevPAR (revenue per available room) for February was \$41.69, which was up 39% over last February. Year to date RevPAR is \$37.19, up 34% over last year. Demand was up 28% in February, which is 25.3% higher than last year. Last February demand was 13,467 rooms, this year demand was 17,240 room nights. Currently weekends are doing well. The weekdays are not coming back yet. The challenge is getting business/corporate room nights to rebound. It is a challenge and will be a slow road back.
- Short term rentals: OACVB is currently involved in new legislature impacting short term rentals, as in, B&Bs, Airbnb's. The OACVB is opposed to the current bill because we want more regulations concerning health and safety, as well as future lodging tax dollars. While short term rentals benefit from destination marketing, they do not pay their share in lodging tax.

Clermont Sports:

- Still trying to sell the 1984 Olympics starting dock. If Saratoga rowing club doesn't want to purchase it, we will list it for sale one more time. If we can't sell it, then we can sell it for scrap metal pricing.
- CJRC Regattas: Cincinnati Invitational is on April 9, with a Midwest Invitational in May. Boats have been serviced for spring regattas.
- ACA: Planning calls have begun and the LOC (local organizing committee) is in full planning mode. The event medals are in house already.
- USRowing: USRowing is working on the contract. DEI (Diversity, Equality Inclusion) training will be mandatory. It is typically a video or conference call type of training.
- NCAA has a new rep and Jeff is waiting on contact from that person.

Sales:

- Chelsea Vollman will be heading up a phone sales blitz along with our hotel reps. We still can't get into buildings, so phone calls are necessary instead of taking sales reps to Columbus to canvas the state association meeting planners.

[REDACTED] Chelsea Vollman made a proposal for the [REDACTED]

- Chelsea Vollman will be attending SportsETA Symposium and Marketplace in Fort Worth, Texas, in May.
- Hotel Round Table held in February with 6 of the county's 13 hotels in attendance. Next one will be in May.
- Marketplace will be held toward the end of the year as a way to look ahead to the upcoming year.

Marketing:

- Grant Bicentennial - Media event on April 27 at 2 p.m. Local news outlets have been invited including TV, radio, Clermont Sun, and more. The Grant brochure turned out nice. The bicentennial coins are in and look great. Currently, there are over 100 reservations for the Grant dinner. The Grant Video, produced by Blue Sky Productions, has had over 100,000 views on YouTube.
- The CVB is promoting spring break travel to our drive destination, especially with gas prices being high.
- Steve Newman Anniversary Walk is April 1. CVB will honor Steve Newman with plaque "Honorary Tourism Ambassador to Clermont County."
- Tourism Ohio will match up to \$25,000 in marketing co-op. We are committed at \$22,000.
- Visitor Guide Insert – Jeff has seen the proof for the visitor guide insert which makes it possible to use last year's guides since there was still a large supply left due to COVID. Insert will be updated in summer, then again in Fall.

Clermont Sports Financials: Dan Solazzo was called at 12:12 p.m. to go over financial reports.

major expenses other than internet and security.

Motion: Nick Baker made a motion to accept the Clermont Sports Development Corp financial report as presented. Steve Hood seconded the motion. All in favor. Motion passed.

CVB Financials:

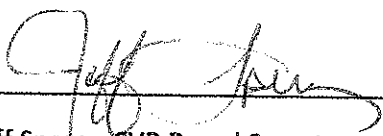
CVB has received Grant Bicentennial funding for special events from Ohio History Connection. In addition, dinner ticket sales revenue is starting to be received. Ticket sales should cover a good portion of the dinner and labor costs. OHC money will help cover additional expenses for entertainment and programming. Net proceeds from the dinner will benefit educational programming at Grant's Birthplace. Rest of expenses were all in line. Investments have gone down some due to market fluctuation.

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

Old Business: None

New business: Currently the CVB executive board consists of Chair: Payal Patel, Vice Chair: Jim Collins, Secretary: Jeff Sperry, Treasurer: Dan Solazzo. Board discussed roles and per CVB bylaws will vote at the next meeting on the next executive board.

Motion: A motion to adjourn was made at 12:44 p.m. by Nick Baker. Greg Holman seconded the motion. All in favor. Motion passed.



Jeff Sperry, CVB Board Secretary

4.28.2022

Date