

Clermont County Convention & Visitors Bureau
Board Meeting
June 23, 2022
COhatch, Milford, OH

Attendance: Greg Holman, Stephen Hood, Chad Kelley, Dan Solazzo, Jeff Sperry, Payel Patel, Chelsie Hornsby, Tressa Young and Jeff Blom

Members of the Board were able to tour COhatch and Robyn Kueper, Milford COhatch Manager, explained how COhatch works and fills the meeting space needs in our community.

Minutes: The meeting began at 12:44 p.m. and May 26, 2022 minutes were reviewed.

Motion: A motion to accept the May 26, 2022 minutes was made by Greg Holman, seconded by Steve Hood. All in favor. Motion passed.

CVB Financials:

The checking account is balance at end of May was \$153,885 due to the \$20,000 contribution to Clermont Sports Development Corp and monthly expenses. The account at People's Bank went to \$4,908.19 due to paying for Grant Bicentennial expenses.

Lodging tax came in at \$55,696.74 for May (actually accrued in March.) Last year was \$39,000, so there is a significant increase year to date.

Marketing and Grant related expenses for May include three big expenses:

- 1) Marketing & Promotion - \$20,000 on marketing co-op, ads and listings.
- 2) Meetings and Travel - for Jeff and Sarah's eTourism Summit registration
- 3) Grant - \$15,000 plus expenses, however should be close to the end of incoming Grant related bills.

Investment accounts had slight increases in May, but will remain volatile.

Motion: A motion to accept the CVB financial report as presented was made by Chad Kelley, seconded by Steve Hood. All in favor, motion passed.

Clermont Sports Financials:

Cash increased to over \$20,000 due to the capital contribution by the Convention & Visitors Bureau. There was one expense for internet connectivity for \$283.44.

Motion: A motion to accept the Clermont Sports Financial report as presented was made by Steve Hood, seconded by Greg Holman. All in favor. Motion passed.

President's Report: Jeff reported an increase in occupancy. May 2022 occupancy was up 53% over last year, making the YTD numbers up 12%. The average daily rate (ADR) increased 12.4% over May 2021. Rev PAR (revenue per available room) was up 18.4% over last May.

Clermont Sports Update: 

[REDACTED] AJ Dominique was contracted to become our rowing event manager. Joel Barnhill is staying on through ACA to help with transition.

USRowing – Had discussion with their event managers about Youth Nationals. The event has grown substantially and may be too large to host at East Fork. We are looking into operations and discussing the event. May need to see if we can swap it for one of the other USRowing championship regattas.

NCAA – New rep is working on contract now that 2022 NCAA Championships are over.

ACA – Having planning meetings, working on sponsorships and volunteers.

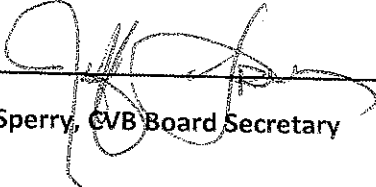
CVB Sales: Chelsea booked [REDACTED] September for 150 hotel room nights. She has also booked the [REDACTED] for January 2023. She is working a variety of sports and meetings leads and has a few proposals out for decisions.

CVB Marketing: Sarah has worked on ACA items, TourismOhio marketing co-op, 2060 digital advertising campaigns for leisure travel and meetings. Marketing metrics are included in board packet.

No meeting in July due to vacations and set up of ACA Championships.

Next Meeting: Thursday, August 25th at TBD.

Motion: A motion to adjourn was made by Greg Holman at 1 p.m. Steve Hood seconded the motion. All in favor, motion carried.



Jeff Sperry, CVB Board Secretary

9.9.2022

Date