

# Clermont County Convention & Visitors Bureau

## Board Meeting

October 27, 2022

### Scene 75 Entertainment Center

**Attendance:** Payel Patel, Greg Holman, Stephen Hood, Dan Solazzo, Nick Baker, Jeff Blom, Jim Collins via phone

**Minutes:** The meeting began at 11:36 a.m. and the September minutes (held on Oct. 6, 2022) minutes were reviewed.

**Motion:** A motion to accept the September minutes (held on Oct. 6, 2022) was made by Greg Holman; Steve Hood seconded the motion. All in favor, motion approved.

#### **Clermont Sports Financials:**

- Brixey & Meyer made changes to August & September P & L statement: re-code / reclassification for some expenditures
- Balance sheet: \$3,958.42
- Expenses: marketing expense moved to ACA, \$17,000 for banquets, \$3,387.38 for travel reimbursements for our Event Manager AJ, Jim Terrell, Honorary Chair and ACA Event Manager, as well as Referee reimbursements
- Reviewed ACA revenue and expenses for event.

**Motion:** Nick Baker made a motion approving an October transfer for a \$6,000 contribution to Clermont Sports from Clermont County Convention & Visitors Bureau. Steve Hood seconded the motion. All in favor.

**Motion:** Greg Holman made a motion to approve September's Clermont Sports financial report as presented. Steve Hood seconded the motion. All in favor.

#### **September CVB Financials:**

- Cash up from \$149K o \$175K
- Liabilities: \$7,000 SBA loan – now off Balance Sheet  
\$136,400 PPP Loans – now off Balance Sheet
- P & L: updated the \$136,400 for PPP Loan Forgiveness
- Lodging Tax Collection: \$104,835 (most in 3 years). Need to average \$38K over next 3 months to exceed budget.
- Expenses:
  - 1) \$23,000 2060 Digital Marketing targeted to leisure travel & meeting planners
  - 2) [REDACTED]
  - 3) [REDACTED]
  - 5) Salary & Wages – 3 payrolls
  - 6) Professional Fees – MMA – updating employee handbook
  - 7) Education: CDME Class
- Actual Budget: Great shape with revenue. 70.2% expenses budget. Increase for 2023 budget for gas, office supplies, meetings & marketing
- Investments have dropped due to market
- **Motion:** Nick Baker made a motion to approve September's CVB financial report as presented. Steve Hood seconded the motion. All in favor. Motion passed.

**President's Report:**

• STR: OCC Sept. 64.1	ADR: \$96.60	RevPAR: \$61.97
<u>63.0</u> YTD 74%	<u>\$94.33</u> YTD 11.2%	<u>\$59.43</u> YTD 19.5%
1.8%	2.4%	4.3%

• Clermont Sports:

- USRowing Summer National Championships July 11 – 16, 2023.
  - Contract in works
  - DEI clause will be placed into new contract
- NCAA – waiting on contract
- CJRC – Conflict w/ 4/15 date, have call this afternoon
- November – winterize boats & store in boathouses for winter

• Sales

- [REDACTED]
- [REDACTED] One of 2 finalists for 2023 and/or 2025
- [REDACTED]

• Marketing

- Fall Marketplace – 60 attendees
- Visitor Guide – Great Lakes - - 50% of ads sold
- Website Proposals – selecting tomorrow 10/28/22
- OTA – Ruby Awards


- Social Media – focus on fall event, football, tourism partners, weekend getaways, Halloween, then Thanksgiving and shopping.

Old Business:

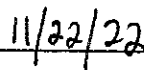
- East Fork Study Update
- [REDACTED]

Next meeting 11/22/22 @ CVB office in Batavia

**Motion:** A motion to adjourn was made at 1:15 p.m. by Nick Baker. Steve Hood seconded the motion. All in favor, motion carried.



Chad Kelley, CVB Board Secretary



Date