

Clermont County Convention & Visitors Bureau
Board Meeting
Holiday Inn Eastgate
April 22, 2021

Attendance: Mary Eisnaugle, Dan Salazzo, Nick Baker, Jim Collins, Greg Holman, and Jeff Blom. Absent: Jeff Sperry, Payal Patel, Mike Moore.

Minutes: The meeting began at 11:34 p.m. and March 25, 2021 minutes were read.

Motion: Dan Solazzo made a motion to accept the March 22, 2021 minutes. Nick Baker seconded the motion. All in favor, motion passed.

Finances: Sports Development Corp. Final \$7,000 payment on Judges stand. Sponsorship revenue amounts to \$4,750 from Duke Energy, Park National Bank and Lykins Energy Solutions. Expenses: Internet and security, registrations for boats, \$1,579.20 boat repair and boat prep for regatta.

Motion: Nick Baker made a motion to accept the CSDC financial report as presented. Jim Collins seconded the motion. All in favor, motion passed.

CVB financials. Decrease in cash due to net loss for operations in March. Accrued line item for Kentucky wages being fixed by Brixey & Meyer. \$21,107.16 in lodging tax received. SFA research is paid in total. Increases seen in both Edward Jones and TD Ameritrade investments.

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

President's Report:

STR: Jeff went over the March STR report. Occupancy was 45.7%, up 21.2% over 2020. ADR was \$75.52 per room, down 1.9% from 2020 and RevPAR was \$34.52, up 18.8% from 2020. That is good news and it shows that our tourism economy is starting to recover. With April tournaments and regattas planned, April will hopefully continue with positive increase.

CSDC: New start dock and judges stand were used at both CJRC Cincinnati Invitational regatta and Big Ten Conference Invitational regatta. Both worked remarkably well and both regatta organizations, officials and volunteers were very happy to use the new equipment. CSDC will continue to invest in outdoor TV(s) and beach area PA system to improve operations in the future.

Sales: Jeff has conducted one interview for Sales Director position with most planned the last week of April. Second round interviews will be conducted early May. He would like to have someone hired and in place by early June. CJRC Midwest Invitational regatta coming up May 15-16. Vintage Base Ball tournament at Olympic Fields coming up in June. Reviewing RFPs [REDACTED]

Marketing: Sarah worked on Big Ten sponsorship marketing, signage and social media. Sarah and Melissa worked with volunteer groups for Big Ten regatta. Visitor Guide is being distributed to magazine reader responses, phone/internet call inquiries and sent out to hotels for guests. Spring/Summer marketing and Ohio co-op marketing starting. Social media, email and website statistics attached to board reports.

New Business: Sports Budget – [REDACTED]

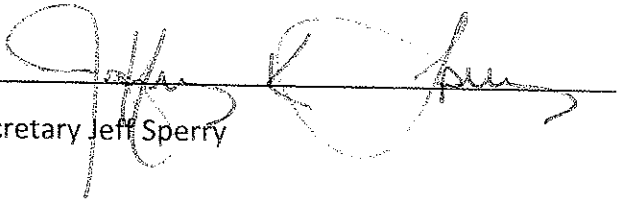
[REDACTED] CVB needs to transfer \$25k in contributed capital to CSDC (only need \$20k) to pay for annual expenses and program sponsorship of Big Ten Invitational. The CVB also needs to pay the \$25,000 balance of the start dock and will need to come from an investment account for the capital expense. Dan recommends \$25,000 from Edward Jones to pay for start dock. Dan recommends we transfer \$20,000 from CVB checking account and transfer to CSDC.

Motion: A motion to transfer \$20,000 from CVB checking account to CSDC was made by Greg Holman and seconded by Jim Collins. All in favor. Motion passed.

Motion: A motion to withdraw \$25,000 from Edward Jones account and deposit as contributed capital to CSDC checking account was made by Greg Holman, seconded by Dan Solazzo. All in favor. Motion passed.

No further business.

Motion: A motion to adjourn was made at 12:40 p.m. by Nick Baker. Jim Collins seconded the motion. All in favor, motion passed.


Secretary Jeff Sperry

5-25-2021
Date