

Clermont County Convention & Visitors Bureau

Board Meeting

October 6, 2022

Staybridge Suites Milford

Attendance: Jim Collins, Stephen Hood, Payal Patel, Dan Solazzo, Greg Holman, Chad Kelley, Chelsie Hornsby, Tressa Young and Jeff Blom

Guest Speakers: Mohammed & Shakila Shoaib, Owners of Staybridge Suites and Holiday Inn Express, Milford. Mohammed gave tour of new hotel to CVB board.

Minutes: The meeting began at 12:01 p.m. and the August 25, 2022 minutes were reviewed.

Motion: A motion to accept the August 25, 2022 minutes was made by Steve Hood; Chad Kelley seconded the motion. All in favor, motion approved.

Clermont Sports Financials:

- Dan Solazzo noted that there is \$35,000 of contributed capital on balance sheet from CVB. Equipment increased \$8,265 due to investment in course configuration and equipment needed for ACA canoe and kayak championships.
- Treasurer Dan Solazzo reported August's checking balance was \$3,519.14. Expenses: internet, equipment rental of \$4,500 for ACA, course installation and management, rental expense of \$15,000 for Tri-State Warbird Museum for ACA awards banquet and cost of opening ceremony.

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

August CVB Financials:

- Dan Solazzo said the CVB can remove \$68,200 in PPP loan, as the 2021 loan has been forgiven. The 2020 PPP loan of \$68,200 should be removed, as well as the \$7,000 EDIL. All have been forgiven by lenders.
- Lodging tax revenue was \$76,980.74 from June collections. Strong month for hotels.
- Expenses: Salary and Wages were up for the month due to wages paid to Rowing Event Manager and hourly Digital Marketing Coordinator. Professional fees increased due to payment to state for bi-annual audit.

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

President's Report:

Jeff Blom said that the CVB's Fall Marketplace annual meeting was well attended and thanked the board members who were there. He shared that there was excellent content about the CVB's marketing and sales efforts, in addition to having speakers from TourismOhio to discuss the 2023 Ohio marketing co-op and Matt Staugler from Great Lakes Publishing to discuss buying ads in the new visitor guide. The board complimented Jeff on the meeting.

Jeff shared that past board minutes from November 17, 2021 did not include the previously voted on and approved motion of Dan Solazzo for additional three-year term and to continue as Treasurer on the board. Payal asked for a new motion.

Motion: Greg Holman made a motion to approve Dan Solazzo as a CVB-appointed board member for three-year term and to continue as Treasurer for the board, term ending November 8, 2024. Chad Kelley seconded the motion. All in favor, motion passed.

STR: August 2022 occupancy was up 0.2%% over last year and YTD numbers up 8.2%. The average daily rate (ADR) increased 3.8% over August 2021 at \$100.76 per room. Rev PAR (revenue per available room) was up 9% over last August. Demand for hotel rooms was up 7.2%

Jeff shared that USRowing is announcing their 2023 in a virtual townhall meeting on 10/12. Clermont County will be announced as the host for the Summer Nationals Championship regatta. Final ACA revenue and expenses are almost in, so should have a wrap up at next board meeting. Boathouses are being cleaned up by Nathan with CJRC. He is doing a fantastic job getting rid of old start dock, old wood frames, old boats and more. There will be much more room to store wakeless launches and jon boats during the winter.

Sales – Chelsea sent proposals out for [REDACTED]
Chelsea and Jeff took [REDACTED] on site visit to Clermont County Fairgrounds and Clermont hotels. Both Chelsea and Jeff attended SPORTS, The Relationship Conference in Savannah in September and had 20 appointments with sports event managers.

Marketing – Sarah has worked on Fall Marketplace CVB annual meeting powerpoint. Sarah and Jeff met with Great Lakes Publishing about new visitor guide. RFP for website design started and was sent out in September and decision will be made by end of October. Marketing metrics are in the board packet for review.

Old Business:

- East Fork Study – Jeff gave an update on the East Fork State Park Study. Jeff met with Mike McNamara, Joy Lytle, ODNR and USACE to discuss cabins, lodge and conference center potential sites at the state park. In addition, the group discussed applying for the Ohio Appalachian Economic Development grant for 2023 to cover infrastructure costs, making the project more attractive to both the state and private developers.

New Business:

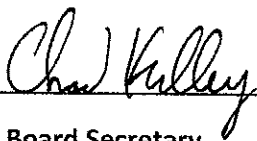
- [REDACTED]
- Tabled the review of East Fork State Park improvements for regattas until next board meeting.

Motion: A motion to go into Executive Session was made by Dan Solazzo at 12:52pm to discuss a personnel issue. Jim Collins seconded the motion. All in favor, motion approved.

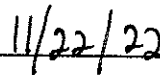
Motion: A motion to come out of Executive Session was made by Steve Hood at 1:05pm. Chad Kelley seconded the motion. All in favor, motion approved.

Motion: A motion to hire Lighthouse Sales Consultants to consult with CVB on organization and sales goals was made by Chad Kelley. Greg Holman seconded the motion. All in favor, motion carried.

Motion: A motion to adjourn was made by Greg Holman at 1:25pm. Steve Hood seconded the motion. All in favor. Motion passed.



CVB Board Secretary



Date