

Clermont County Convention & Visitors Bureau
Board Meeting
Holiday Inn Eastgate
July 28, 2020

Attendance: Mary Eisnaugle, Jim Comodeca, Mike Moore, Jeff Blom, Payal Patel, Dan Solazzo, Greg Holman, Jim Collins.

New Board Member: Chair Mary Eisnaugle opened the meeting. Mary introduced Jim Collins, new board member as appointed by the county commissioners. Jim shared a little bit about his career background in the financial industry and that he is a Loveland resident.

Minutes: May 26th, 2020 minutes were read.

Motion: Greg Holman made a motion to accept the May 26th, 2020 minutes. Michael Moore seconded the motion. All in favor, motion passed.

Treasurer's Report: Dan reviewed the Clermont Sports Development Corp. May and June financial statements. CSDC received the first \$15,000 payment from USRowing. A \$4,900 accounts payable for the start dock will be paid end of July. Second payment will be received in December or January. Payments are being used towards new start dock expense. All monthly finances with CSDC are in good standing.

Dan Solazzo reviewed the CVB May and June financial statements with the board. Monthly revenue and expenses look good and are in line with budget. In May, professional fees expense was last payment made to Frost Brown Todd for legal issue. In June, higher expenses noted were to Neff Landscaping for lawncare and maintenance of landscape beds around CVB building. Membership fee for Destinations International for the CVB was other large expense of \$1,570. Edward Jones and TD Ameritrade investment accounts have bounced back some with increase in market.

Motion: Jim Comodeca made a motion to accept the May CSDC and CVB financial reports as presented. Greg Holman seconded the motion. All in favor, motion passed.

Motion: Payal Patel made a motion to accept the June CSDC and CVB financial reports as presented. Jim Collins seconded the motion. All in favor, motion passed.

Director's Report: Jeff Blom said STR reports Clermont County hotel occupancy down in June by 36.4% with 45.4% occupancy, ADR (average daily rate) was down 18% with ADR of \$75.00. RevPAR was down 48% at \$34.06. The hotel numbers have very slowly improved since end of March. Jeff said it will be a very slow process of getting back to pre-COVID-19 numbers. It may take 2 years or more to get back to normal and see new growth, as forecasted by US Travel.

Sports Facility update:

Start dock – Tim Royalty with Precision racing has been steadily working on new start dock. All sections will be complete by end of year with installation in March for first event in April 2021. Judges stand – Jeff has three estimates and has narrowed it down to two companies and is negotiating down the cost with each. Judges stand will be ordered in August for completion by end of year.

Marketing:

- Received New Visitor Guides is at beginning of June.

- Sarah worked on postcard project, ordering 10,000 postcards to be mailed out by Clermont County residents. Over 3,100 postcards were distributed by Clermont Sun in their weekly circulation. Postcards are also available at all three chambers, eight Clermont Public Library branches and Park National Bank locations.
- CVB launched new Pizza Trail through our Bandwango partnership with 6 pizza locations and more to come.
- New print advertisements were in Columbus Dispatch Summer Fun Guide and Ohio Magazine.
- Ohio Co-op – July media buy of approximately \$6,000 and matched by Ohio Tourism with \$6,000, will now be a 100% media buy by Ohio Tourism (this was the June media buy, which was pushed back a month and no cost to CVB).
- Sarah sent out RFP for 2021 Visitors Guide.
- Media releases were sent out for Elite One Soccer Tournament, Postcard Launch and Best Slice of Clermont Pizza Trail.
- Marketing metrics report attached with website and social media numbers for April.

Sales:

- Proposals Out - There are several proposals out for new events for 2021, including [REDACTED]
- Events Booked:
 - Elite One Soccer Tournament (Olympic Fields), May 21-23, 2021 – 4,000 plus room nights
 - Vintage Baseball Tournament (Olympic Fields), June 11-13, 2021 – 600 room nights
- In addition, Lauren has made over 110 sales calls in June and is working on SportsETA leads and will be attending August conference to meet with event directors for future sports events and tournaments.

Old Business:

CSDC Board – CVB Board discussed the officers for CSDC board and CSDC board make up with meetings quarterly. Kim Smyth with CJRC and Pedro Palacios with QCRC rowing groups will join the CSDC board.


[REDACTED]

[REDACTED]

[REDACTED]

New Business: No new business.

Motion: A motion to adjourn at 12:54 p.m. was made by Greg Holman. Payal Patel seconded the motion. All in favor, motion passed.



 Secretary Jeff Sperry

8-18-2020

 Date