

Clermont County Convention & Visitors Bureau
Board Meeting
Holiday Inn Eastgate
August 25, 2020

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

Minutes: At 11:27am meeting began and July 28, 2020 minutes were read.

Motion: Jim Comodeca made a motion to accept the July 28th, 2020 minutes. Greg Holman seconded the motion. All in favor, motion passed.

Treasurer's Report: Dan reviewed the Clermont Sports Development Corp. July financial statements. A \$7,000 accounts payable for the start dock was paid and will be a monthly payment until balance paid off. Payments are being used towards new start dock expense. CVB may will need to transfer money to CSDC for balance of start dock and new judges stand. All monthly finances with CSDC are in good standing. The CVB board recommend that Jeff obtain a CSDC credit card for sports account to make it easier to separate expenses from CVB credit card account.

Dan Solazzo reviewed the CVB July financial statements with the board. Monthly revenue and expenses look good and are in line with budget. SBA loan is a forgivable loan and Jeff is keeping documentation to submit when it is time. Lodging tax from May was received in the amount of \$25,469.20. Lodging tax is trending in the right direction. If we continue at this rate, it will cover the payroll and operations expenses with revised budget. There may be a shortfall end of year, but it could be less than projected. Salary line item was hirer due to commission payment to Sales Director. Technology had some expenses with website. Edward Jones and TD Ameritrade investment accounts have increased.

Motion: Jim Collins made a motion to accept the July CSDC financial reports as presented. Jim Comodeca seconded the motion. All in favor, motion passed.

Motion: Greg Holman made a motion to accept the July CVB financial reports as presented. Payal Patel seconded the motion. All in favor, motion passed.

Director's Report: Jeff Blom said STR reports Clermont County hotel occupancy down in July by 34% with 49% occupancy, ADR (average daily rate) was down 31% with ADR of \$71.23. RevPAR was down 54% at \$34.94. The hotel numbers have very slowly improved. Jeff said it will be continue to be a slow process of getting back to pre-COVID-19 numbers.

2018-2019 Audit: State of Ohio AUP Audit is finished and was excellent. There were no findings or exceptions to all of the various financials and expenses that were tested. The fact that the CVB instituted credit card expense policies helped to improve this year's audit.

Sports Facility update:

Rowing Judges Stand – Jeff has three estimates and has narrowed it down to two companies and is negotiating down the cost with each. Jeff will email final quotes for board for an electronic vote in September.

Marketing:

- Summer Lovin Facebook campaign and giveaway and created ads for promotion.
- Sarah started work on the Clermont Tail Trail utilizing the Bandwango technology.

- CVB launched new Pizza Trail through our Bandwango partnership with 6 pizza locations and more to come.
- Sarah worked on East Fork photo shoot details for 2021 Visitor Guide
- CVB received \$5,000 in grant money from Group Tour Magazine for advertising in 2020 and 2021 to help with bouncing back from COVID-19.
- Sports collateral was updated for sale dept.
- Contracted Visitor Guide polybag in September Ohio Magazine issue.
- 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:
 - Contract signed for Vintage Baseball Tournament (Olympic Fields), June 11-13, 2021 – 600 room nights
- CVB toured Heathfield Farms, which is a new event venue in Williamsburg. Beautiful farmhouse, rustic barn and grounds for weddings, corporate retreats and more.
- Attended SportsETA virtual summit from August 3rd-21st with 31 sales appointments
- Met with Bobby Timinski with Tealtown to obtain rental rates and availability for potential 2021 baseball and softball tournaments
- Created and updated new group tour collateral

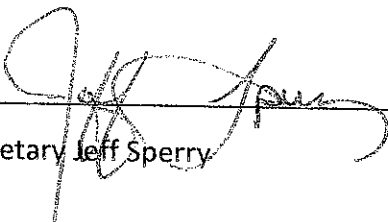
Old Business:

CDC Board – CVB Board discussed the officers for CSDC board and CSDC board make up with meetings quarterly. Board asked Jeff to seek additional candidates for CSDC board.

Olympic Fields – Subcommittee met and developed an action plan. Jeff working on letter of agreement and potential partners for research.

New Business: No new business.

Motion: A motion to adjourn at 12:56 p.m. was made by Greg Holman. Jim Comodeca seconded the motion. All in favor, motion passed.



 Secretary Jeff Sperry

9.22.20

 Date