

Clermont County Convention & Visitors Bureau

Board Meeting, September 3, 2019

August's meeting at the CVB Office

Attendance: Jim Comodeca, Chuck Tilbury, Greg Holman, Mike Moore, Jeffrey Sperry, Payal Patel and Jeff Blom. Sarah Gleason was also in attendance.

Minutes from the 7/23/19 minutes were reviewed.

Motion: A motion to approve the 7/23/19 minutes was made by Chuck Tilbury and seconded by Greg Holman. All in favor. Motion passed.

Financials: Chuck Tilbury

The CVB revenue is down from 2018. Lodging tax has one major hotel delinquent. There is a downward trend in receipts from hotel rooms, partly due to the amount of weekend rain and cancelled games and sporting events in June and July.

CVB expenses are higher due to a new employee, but salaries overall are on track and in good shape. The rowing event required expenditures.

The balance sheet shows a positive cash flow. There are positive increases in Edward Jones and TD Ameritrade accounts.

Training and Development: LEAD Clermont class with Sarah Gleason. The Clermont YMCA is paying for half of class costs, which should keep under \$5,000 budget for the year. CDME training with Jeff Blom.

The Clermont Sports Development Corp: Review of P & L statement.

\$470 tent rental revenue total

\$13,500 sponsorship 

The CVB will need to put in an additional \$10,000 contribution.

Motion: A motion to approve the financials as presented was made by Greg Holman and seconded by Payal Patel. All in favor. Motion passed.

Director's Report:

- STR report showed occupancy up 0.7% for July.

Rowing numbers were down about 30% from the last time we hosted. USRowing CEO intends to change plans for next year to increase numbers of athletes.

There is an economic impact module available for purchase to provide estimate of an event's economic impact. Currently we can use Ohio Tourism's calculation.

- Sports

American Canoe Association is putting an event on at Lake Harsha July 28-31, 2020.

- Meetings / Group Tour

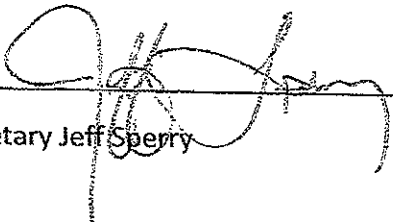
Cincinnati Film Commission is renting office space in Clermont County, which is home base for an upcoming movie, "Wrong Turn." Over 1,200 room nights will be used in Clermont for film crew.

Motion: A motion to approve \$5,000 sponsorship for Cincinnati Film Commission was made by Chuck Tilbury, seconded by Greg Holman. All in favor. Motion passed.

- Marketing Update:

Sarah Gleason presented the new branding information.

Motion: A motion to adjourn was made by Greg Holman, Payal Patel seconded. All in favor, motion passed. Meeting ended at 12:51 p.m.



Secretary Jeff Sperry

11-26-19

Date