

Clermont County Convention & Visitors Bureau

Board Meeting, June 25, 2019

Attendance: Chuck Tilbury, Mary Eisnaugle, Greg Holman, Mike Moore, Dan Solazzo, Jerry Yeatts, Payal Patel and Jeff Blom. Jim Comodeca was conferenced in by phone.

Minutes from the 4/23/19 minutes were reviewed.

Motion: A motion to approve the 4/23/19 minutes was made by Jerry Yeatts and seconded by Mary Eisnaugle. All in favor. Motion passed.

Minutes from the 5/25/19 meeting were reviewed.

Motion: A motion to approve the 5/25/19 minutes was made by Mary Eisnaugle. The motion was seconded by Greg Holman. All in favor. Motion passed.

Chuck Tilbury presented the month of May CVB and Clermont Sports Development Corp. financials.

Motion: A motion to accept the May CVB financial report, as well as Clermont Sports Development Corp financial report, as presented, was made by Greg Holman. It was seconded by Dan Solazzo. All in favor. Motion passed.

Clermont Sports Development Corp.: Jeff Blom gave facilities and equipment update.

Motion: A motion to enter Executive Session was made by Chuck Tilbury at 11:53 p.m., seconded by Payal Patel. All in favor, motion passed.

Motion: A motion to come out of Executive Session at 12:19 p.m. was made by Payal Patel and seconded by Greg Holman. All in favor. Motion passed.

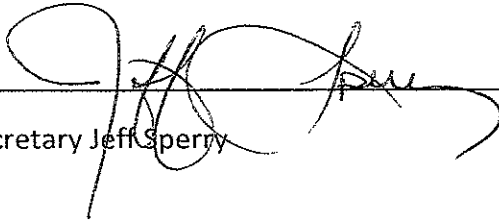
Sports Development Corp: Jeff Blom provided an update on the Sports Development Corp., specifically, the rowing event. The wakeless launch was purchased and delivered. All major capital expenses have been put into place for event. CSDC will need to budget for replacing start bridge in future.

Sales & Events/ Marketing:

- An update on Hotel revenue and occupancy showed occupancy to be down about 2.5% in May. This was mainly due to inclement weather and less attendance at Kings Island, Reds, soccer games.
- For the year, occupancy is up 3.4%. Revenue is up .6%.
- The overall number of teams for the rowing event is down slightly. But, hotels in Clermont County are sold out. Overflow is heading to Blue Ash and Cincinnati.
- Overall sponsorships for the rowing event are expected to be \$13,500. This is below the original budget. Part of the issue with not meeting budget had to do with the unfilled position of Sales Director.
- The position of Sales Director included a search that yielded roughly 5 qualified candidates
- Lauren Baston was offered Sales Director, Sports and Events position and has accepted.
- Lauren was the unanimous choice of the hiring committee.
- CVB branding is nearly complete
- Brand tool kit is expected in a couple of weeks.

- Metrics show we are heading in the right direction
- Meltwater report shows we received marketing with an advertising value equivalency of \$629,635.
- The group tour video is in production and nearly complete.

Motion: A motion to adjourn was made by Mike Moore, Mary Eisnaugle seconded. All in favor, motion passed. Meeting ended at 1:05 p.m.


Secretary Jeff Sperry

6.27.2019
Date