

# Clermont County Convention & Visitors Bureau

## Board Meeting

August 25, 2022

### Holiday Inn & Suites Eastgate

**Attendance:** Jim Collins, Stephen Hood, Payel Patel, Dan Solazzo, Nick Baker, Jeff Blom, and Jill Bricker

**Guest Speaker:** Jill Bricker from the new Staybridge Suites Milford spoke to the Board. Staybridge Milford has 92 suites that cater to the extended stay guest. The suites have full kitchens and there are sofa beds in each suite. Amenities included Wi-fi, complimentary breakfast, complimentary evening social (Monday through Wednesday evenings offering lite fare, beer and wine.)

**Minutes:** The meeting began at 11:35 a.m. and the June 23, 2022 minutes were reviewed.

**Motion:** A motion to accept the June 23, 2022 minutes was made by Dan Solazzo; Steve Hood seconded the motion. All in favor, motion approved. (July's Board Meeting was not held due to preparation for ACA.)

#### **Clermont Sports Financials:**

- Treasurer Dan Solazzo reported June's checking balance was \$17,202. There were three expenses: internet, deposit for ACA awards banquet, and equipment (PA system).
- July's checking balance was \$11,272.68. Expenses included supplies, contract labor (Event Manager) and ACA expenses. Revenue came in as \$2,000 sponsorship from Park National Bank.

**Motion:** Jim Collins made a motion to accept June's Clermont Sports financial report as presented. Steve Hood seconded the motion. All in favor.

**Motion:** Nick Baker made a motion to approve July's Clermont Sports financial report as presented. Jim Collins seconded the motion. All in favor.

#### **June CVB Financials:**

- Dan Solazzo said the CVB can take FDIC \$7,000 off balance sheet PPP – 2021 PPP has been forgiven. (\$68,200: have Lynn (bookkeeper, Brixey & Meyer) credit forgiveness monies.
- Check on Employer Retention Credit for 2021 and 2020. Rachel with Brixey & Meyer can check for credits against payroll statements
- Expenses: Sponsorship, Ohio Marketing Co-Op, membership Sports ETA and E-tourism marketing expenses

**Motion:** Steve Hood made a motion to approve June's CVB financial report as presented. Nick Baker seconded the motion. All in favor. Motion passed.

#### **July CVB Financials:**

- Checking balance was \$151,517.02
- Lodging tax was \$47,220, possibly down due to a few hotels not paying lodging tax in July.
- Expenses: Key Data, STR annual fee, building maintenance, lawn care & landscaping, meetings and meals for Sports Conference.
- Investments: Edward Jones went down, TD Ameritrade went up a bit.

**Motion:** Nick Baker made a motion to approve July's CVB financial report as presented. Payal Patel seconded the motion. All in favor. Motion passed.

Motion: Payal Patel made a motion to contribute up to \$35,000 from Clermont Convention & Visitors Bureau to Clermont Sports Corp. for the American Canoe Association (ACA) National Championships and annual expenses. Jim seconded the motion. All in favor. Motion passed.

President's Report:

STR: July 2022 occupancy was up 3.3%% over last year at 69.4%, making the YTD numbers up 9.6%. The average daily rate (ADR) increased 17.5% over July 2021 at \$110.50 per room. Rev PAR (revenue per available room) was up 21.4% over last July.

[REDACTED]

ACA Sprint National Championships was a big success. Jeff shared that the CVB has received many compliments that this event was one of the best ever. Teams from Hawaii, Washington and California all thanked the staff for an amazing event and awards banquet at Tri-State Warbird Museum. Costs came in higher due to inflation, timing company change, more travel costs with officials. Revenue was a bit lower than budget based on less number of entries. Jeff to put final analysis together once all expenses are paid out. Media included Fox 19 TV interview, WVXU and digital stories on other markets where teams came from.

Sales – Chelsea is working on proposals for [REDACTED]. Attending SPORTS, The Relationship Conference in Savannah in September.

Marketing – Sarah has worked on Ohio marketing co-op, digital/social media marketing, RFP's for visitor guide were completed and reviewed. Great Lakes Publishing was selected to produce new visitor guide. RFP for website design started and will be sent out in September. 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. Phase 1 and Phase 2 of study have been completed. Our committee working with CHM on the study has agreed with recommendations from CHM and ODNR to add an addendum to the study to look at a variety of cabins and cabin costs as an additional part of study.

New Business:

- FC Cincinnati – Had meeting to discuss the addition of their MLS2 team, potential women's team and expansion of their facilities at Mercy Health Training Center.

[REDACTED]

[REDACTED]

**Motion:** A motion to adjourn was made at 1:36 p.m. by Nick Baker. Steve Hood seconded the motion. All in favor. Motion passed.

*Chad Kelley*

CVB Board Secretary

10-14-22

Date