

Clermont County Convention & Visitors Bureau
Board Meeting
Sporty's
October 21, 2021

Attendance: Mary Eisnaugle, Payal Patel, Jeff Sperry, Greg Holman, Dan Salazzo, Michael Moore, Nick Baker and Jeff Blom. Jim Collins attended via phone.

Minutes: The meeting began at 11:53 a.m. and September 30, 2021, minutes were reviewed.

Motion: Payal Patel made a motion to accept the September 30, 2021, minutes. Greg Holman seconded the motion. All in favor, motion passed.

September CVB financials:

The lodging tax was \$83,800, which was the highest amount in the past 18 months. The CVB is up \$35,000 plus net for month of September. There was 3 payrolls in September. Jeff is reviewing the health insurance premium. Expenses included technology at \$3,335.00 – phone upgrades, fix Joel's laptop, Zoom meeting and Constant Contact. All financial statements looked good. Investments were down slightly for TD Ameritrade and Edward Jones.

Motion: Payal Patel made a motion to accept the September CVB financial report as presented. Michael Moore seconded the motion. All in favor, motion passed.

September Clermont Sports Development Corp Finances:

There was very little activity for the month, since no rowing events during summer months. Internet expense was back at \$283.44. Repair & Maintenance was \$805.05 was for side door repair and motion sensor light installation.

Motion: Nick Baker made a motion to accept the September CSDC financial report as presented. Payal Patel seconded the motion. All in favor, motion passed.

President's Report:

Sept. Occupancy: 63%, up 35.3 over 2020 Down 14.5% to 2019

YTD Occupancy: 55.1%, up 26.5% over 2020 Down 14% to 2019

ADR for Sept.: \$94.33, up 26.2% over 2020 Up 10.5% over 2019

ADR for year: \$87.50, up 17.8% for year Down 2% to 2019

RevPar for Sept \$59.43, up \$70.8% Down 5% to 2019

Rev Par for year \$48.22, up \$49% Down 17% to 2019

Demand up 49% for Sept., up 49% for August, up 49% for July

STR reports show that Clermont has bounced back pretty well, but that corporate travel is still down, meetings are still down and won't begin increasing until late fall or early Q1 2022. Travel Sentiment Study shows that 80% of Americans are planning travel in the next 6 months which is good news.

Jeff shared the marketing and sales report, which was included in the board packet. Jeff and Chelsea are attending 2 sports conferences in October with approximately 50 appointments with a variety of sports organizations to discuss

bringing sports events to Clermont County. Clermont County CVB won 2 RUBY Awards and 1 Certificate of Excellence in marketing at the Ohio Travel Association Fall Conference. Clermont Freedom Trail brochure and app are finished with early November launch. Grant brochure and 200th birthday anniversary events are in production. Jeff reviewing inventory for visitor guides to make decision on 2022 guides and amount.

Board update: Michael Moore is stepping off board at end of year due to increased regional marketing role at Chick fil A for Cincinnati Region May Eisnaugle, due to Lykins Energy being purchased by Miami, FL company, will have to step down from board. CVB will need to fill board positions.

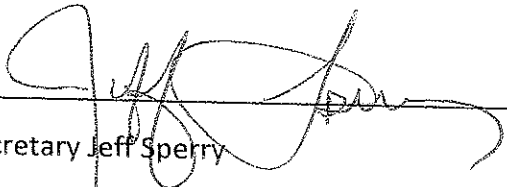
Motion: Nick Backer made a motion to approve Payal Patel as Chair and Jim Collins as Vice Chair. Jeff Sperry seconded the motion. All in favor. Motion passed.

New Business:

CVB board discussed potential replacements for open board positions. [REDACTED]

Next CVB board meeting and board strategy meeting is set for November 17th from 1 – 4:30 p.m at Holiday Inn & Suites Eastgate. Look at 2022 CVB goals.

Motion: A motion to adjourn was made at 1:03 p.m. by Dan Solazzo. Nick Baker seconded the motion. All in favor, motion passed.


Secretary Jeff Sperry

11.17.2021
Date