

# Clermont County Convention & Visitors Bureau

## Board Meeting

November 22, 2022

### Clermont County CVB Office

**Attendance:** Jim Collins, Stephen Hood, Dan Solazzo, Greg Holman, Chad Kelley, Chelsie Hornsby, Tressa Young and Jeff Blom

**Minutes:** The meeting began at 11:30 a.m. and the October 27, 2022 minutes were reviewed.

**Motion:** A motion to accept the October 27th, 2022 minutes was made by Greg Holman; Steve Hood seconded the motion. All in favor, motion approved.

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

- Dan Solazzo noted that there was \$6,000 of contributed capital on balance sheet from CVB.
- Treasurer Dan Solazzo reported on profit and loss statement that there was a refund for venue security for ACA for an overcharge that Jeff caught and obtained refund. Expense was for internet service.

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

#### **August CVB Financials:**

- Dan Solazzo said the CVB had a reduction in checking account of \$6,000 due to contribution to Clermont Sports for regular operating expenses.
- Lodging tax revenue was \$63,000 for October. Lodging tax collections will exceed \$700,000 for the year, beating pre-covid numbers from 2019.
- Expenses: Under marketing, expenses included sponsorships to Bethel Historical Museum and Film Cincinnati. Digital marketing expense for 2060 Digital for digital ads. CVB paid RJ Cinema for CVB's Fall Marketplace event in October. Travel expenses for SPORTS conference and CDME. Professional fees were paid to Lighthouse Sales Advisors, who are consulting on sales goals and interviews with sales candidates. A payment was made to Ohio History Connection for net proceeds from Grant Bicentennial Dinner for future programming for Grant Birthplace.
- Investments went up slightly for October, but markets remain volatile.

**Motion:** Chad Kelley made a motion to approve August's CVB financial report as presented. Greg Holman seconded the motion. All in favor. Motion passed.

#### **President's Report:**

STR: October 2022 occupancy was up 5.2% over last year and YTD numbers up 7.2%. The average daily rate (ADR) increased 7.1% over October 2021 at \$99.27 per room. ADR was up 10.7% year over year. RevPAR (revenue per available room) was up 12.6% over last October and up 19% YTD. Demand for hotel rooms was up 12.8% from October last year. All of these are strong numbers for 2022.

Jeff shared that USRowing should be sending the 2023 contract soon with updates to their contract. Clermont County was announced as the host for the Summer Nationals Championship regatta. CJRC regattas will be April 8<sup>th</sup> and May 20-21, 2023. Jeff said that Cincinnati CVB and our CVB is still waiting on NCAA Womens Rowing National Championships contract. Both CVBs have emailed and called to receive an update from NCAA.

Sales – Jeff shared that Clermont County won the [REDACTED] and will host 65 teams, 600 athletes and about 900-1,000 people overall over Memorial Day Weekend next year. Waiting to hear back on [REDACTED] selected Tennessee for their 2023 event. Cincinnati region is a possibility

for 2024.

Marketing – Sarah and Jeff selected Great Lakes Publishing and they are working on new visitor guide. RFP for website design had 6 proposals. Sarah and Jeff narrowed it down to two and will select website design firm next week. Gola is to have new website designed, programmed and launched before Memorial Day weekend. Holiday promotions through email, digital ads and social media will highlight holiday events, Discover Clermont Savings Pass and New Year’s Eve events and hotel offers.

Old Business:

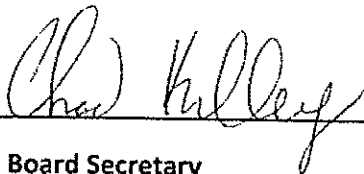
- East Fork Study – Jeff gave an update on the East Fork State Park Study. He is waiting on new estimates for infrastructure costs, making the project more attractive to both the state and private developers. Next step of study will take place after costs are received.
- Soccer Fields – Jeff said there will be another meeting soon with working group to discuss tournament quality fields in Clermont County.

New Business:

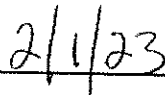
- None discussed.

Next meeting will be Tuesday, December 20<sup>th</sup> at 11am at TBD location. Jeff will send email out to board with holiday lunch meeting location.

**Motion:** A motion to adjourn was made by Steve Hood at 1:09pm. Chad Kelley seconded the motion. All in favor. Motion passed.



CVB Board Secretary



Date