

Clermont County Convention & Visitors Bureau
Board Meeting
Holiday Inn Eastgate
January 26, 2021

Attendance: Jeff Sperry, Dan Solazzo, Jim Collins, Nick Baker, Greg Holman, Mike Moore, and Jeff Blom

Minutes: The meeting began at 11:31 p.m. and December 15, 2020 minutes were read.

Motion: Dan Solazzo made a motion to accept the December 15, 2020 minutes. Jim Collins seconded the motion. All in favor, motion passed.

Finances: Dan Solazzo began with the Sports Development Corp. \$20K was supposed to be booked as a loan, now listed as contributed capital. Due to not receiving \$50K from Capital Bill in Ohio as anticipated, the \$20k will not be paid back to CVB.

The \$3,000 expense was from equipment budget. \$3K is a deposit for judges stand.

No \$7,000 payment in November or December. Balance of start dock is \$32,000 and will be billed in February and March.

Monthly expenses of \$418.81 and \$37.35 were for winterizing jon boats and trailer ball hitch.

Motion: Mike Moore made a motion to accept the CSDC financial report as presented. Jim Collins seconded the motion. All in favor, motion passed.

Dan Solazzo reported on CVB financials. P & L net loss of \$12K for month.

Noted expenses included professional fees – Frost Brown Todd \$3,222, technology – Crowdriff \$5,500 and Bandwango \$8,500 and building repair – Roof repair and 1-800-Got-Junk.

Budget for year - \$511,900 and came in at \$510,348. Jeff did a great job managing the revised budget, making cuts and projecting revised lodging tax revenue. He was only off \$17K in projected lodging tax revenue. That was pretty good considering the uncertainty of the pandemic and its negative effect on hotels and travel.

\$7,000 EDIL SBA loan should not be counted as revenue.

CVB did really well coming in under revised budget and forecasting 2020 lodging tax revenue.

Motion: Nick Baker made a motion to accept the CVB financial report as presented. Greg Holman seconded the motion. All in favor, motion passed.

Director's Report:

STR Report: Hotel occupancy was 34.6% in December, down 29.6% from 2019. ADR was \$70.05, which was down only 12% from December 2019. That was slightly good news. RevPAR was \$24.24, down 38% from December 2019. This is not good. The next few months will continue to be a challenge due to COVID-19 and people not traveling. Jeff projects CVB lodging revenue at \$60k or less in Jan/Feb receipts.

Motion: Dan Solazzo made a motion for Jeff Blom, CVB President, to apply for a Payroll Protection Program (PPP) loan to help cover operational expenses for 2021. The PPP loan is considered a forgivable loan for 501c6 non-profit

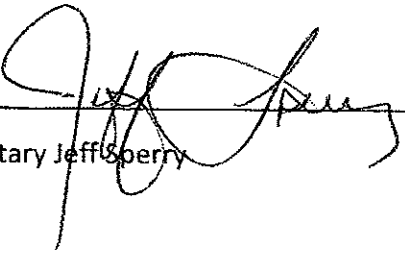
organizations for payroll and specific operational expenses as outlined in in CARES ACT. Greg Holman seconded the motion. All in favor, motion passed.

CVB has booked [REDACTED] baseball tournaments for 2021 from May-July projected at 400 hotel room nights per tournament. 2,000 total room nights forecast. Proposals were sent out for 3 sports tournaments. Several leads were followed up on for 2021 and 2022 sports tournaments and events. Lauren attended a virtual small meetings conference and met with 10 meeting planners. She also followed up with 40 additional meeting planners.

Marketing: CVB promoted Shop Clermont savings pass offering over 50 discounts on Clermont retail shops, restaurants, attractions and hotels. Monthly emails were sent out and social media utilized for marketing channels. Sarah designed holiday cards which were sent out to clients and tourism partners. Much time was spent on the 2021 visitor guide, continuing to work on content and update listings for Clermont tourism related businesses.

The Board has decided to move Board meetings to the fourth Thursday of each month. Next board meeting Thursday, February 25, 11:30 – 1 p.m. @ Holiday Inn Eastgate.

Motion: A motion to adjourn was made at 12:46 p.m. by Nick Baker. Michael Moore seconded the motion. All in favor, motion passed.


Secretary Jeff Sperry

2-25-2021
Date