

Clermont County Convention & Visitors Bureau
Board Meeting
Conference Call (due to COVID-19 Pandemic)
May 26, 2020

Attendance: Mary Eisnaugle, Jim Comodeca, Mike Moore, Jeff Blom, Jeff Sperry, Dan Solazzo, Greg Holman.

Minutes: Chair Mary Eisnaugle opened the meeting and April 28th, 2020 minutes were read.

Motion: Jim Comodeca made a motion to accept the April 28, 2020 minutes. Greg Holman seconded the motion. All in favor, motion passed.

Treasurer's Report: Dan reviewed the Clermont Sports Development Corp. financial statements. Largest monthly expense was for insurance. On the Balance sheet, there is a \$4,900 accounts payable for the new start dock as part of the overall invoice. All monthly finances with CSDC are in good standing.

Motion: Greg Holman made a motion to accept the CSDC financial report as presented. Michael Moore seconded the motion. All in favor, motion passed.

Dan Solazzo reviewed the CVB financial statements with the board. The CVB received an SBA Disaster Loan in the amount of \$7,000 in response to the COVID-19 pandemic. This is a forgivable loan. There will be a form and documentation to be submitted that loan was used for payroll, which it has been. Jeff will submit documentation to be provided to accounting in future to take loan off financial statement. Balance sheet looks good. Monthly revenue and expenses look good and are in line with budget. There were 3 payroll periods in April, so that line item was larger than normal. [REDACTED]

Meetings and Travel line item has expenses that were prepaid for April conference, now moved to August. Edward Jones and TD Ameritrade investment accounts have bounced back some with increase in market.

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

Director's Report: Jeff Blom said STR reports Clermont County hotel occupancy down in April by 49% with 32.9% occupancy, ADR (average daily rate) was down 30% with ADR of \$62.60. RevPAR was down 64%. At \$20.60. The hotel numbers are bad for this time of year, but not surprising with pandemic and no travel. Numbers were actually better than the 13% occupancy that hotels had forecast.

Sports Facility update:

Start dock delivered to ODNR office and Tim Royalty will begin to work on customizing it for rowing in June. Judges stand has been reduced in price and will be ordered.

Marketing:

- New Visitor Guide is at printer and will be delivered soon.
- Almost 200 Meeting and Sports Planning Guides were mailed to targeted list, as well as emails with digital link to new planner. Lauren will make follow up calls.
- Cut April and May marketing, except for email and social media. Print ads in AAA and Midwest Living magazines.

- Ohio Co-op – June media buy of approximately \$6,000 and matched by Ohio Tourism with \$6,000, will now be a 100% media buy by Ohio Tourism (no cost to CVB).
- Marketing metrics report attached with website and social media numbers for April.

Sales:

- Proposals Out - There are several proposals out for new events for 2021, including [REDACTED]
- Cancellations: ACA Sprint National Championships were cancelled for July 28-31, 2020.
- Events Booked:
 - Big Ten Invitational Rowing Regatta April 16-18, 2021 – 1,200 plus room nights
 - FCA Lacrosse Tournament – June 19-20, 2021 – 200 room nights
- In addition, Lauren is working on SportsETA leads and will be attending August conference to meet with event directors for future sports events and tournaments.

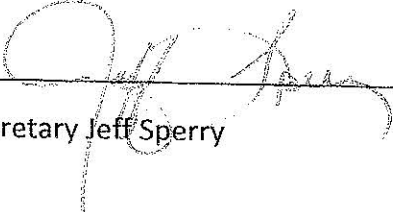
New CVB Officers: Jim Comodeca made a motion to elect Payal Patel for Vice Chair and Jeff Sperry as Secretary for the CVB Board. Dan Solazzo seconded the motion. All in favor, motion passed.

Old Business:

CSDC Board – CVB Board discussed the officers for CSDC board and CSDC board make up with meetings quarterly. Jeff Blom has reached out to CJRC and QCRC rowing groups.

New Business: [REDACTED]

Motion: A motion to adjourn at 12:37 p.m. was made by Jim Comodeca. Greg Holman seconded the motion. All in favor, motion passed.



Secretary Jeff Sperry

8-18-2020

Date