

Clermont County Convention & Visitors Bureau
Board Meeting
CVB Office
October 29, 2019

Attendance: Chuck Tilbury, Jerry Yeatts, Mary Eisnaugle, Jeffrey Sperry, Payal Patel and Jeff Blom. Also in attendance: Tracey Derico.

Minutes: A motion to accept the October 8, 2019 minutes was made by Jerry Yeatts, seconded by Jeff Sperry. All in favor; motion approved.

Financials: Chuck Tilbury presented the CVB and Clermont Sports financial reports for September.

Motion: A motion to accept the September financials as presented was made by Mary Eisnaugle and seconded by Jeff Sperry. All in favor, motion passed.

Motion: A motion to accept the Clermont Sports Development Corp. financials as presented was made by Mary Eisnaugle. The motion was seconded by Jerry Yeatts. All in favor, motion passed.

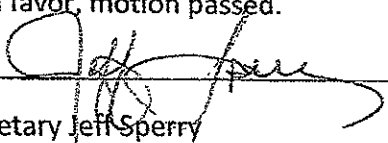
Director's Report:

- The September STR report had occupancy up 3.8%, up 1.4% year to date. ADR was down 1.6% for the month. REV Par was up 2.1%.
- Rowing: CVB Board voted 10/17/19 (9-0 electronic vote) to approve \$40,000 in funding for new start dock in bridge in 2020, with \$110,000 in potential funds from state capital bill.
- Sports:
 - [REDACTED]
 - [REDACTED] Event will happen in November 2021, 2022, 2023.
 - UASFL (United States Australian Football League)– Decision by end of October for June 2020
 - Working on [REDACTED]
- Meetings and Group Tour:
 - [REDACTED]
 - Looking to fill the Meetings and Group Tour position after the holidays.
- Marketing:
 - August and September metrics attached. Jennifer Secrist is our new interior, junior from UC.
 - Implementing new brand. 2020 Marketing meet was well attended at Jungle Jim's.
- New website in March. The launch of umbrella branding will be in December.

Motion: A motion to approve Mary Eisnaugle as Vice Chairman was made by Chuck Tilbury. Jerry Yeatts seconded the motion. All in favor, motion passed

New Business: The board will meet on November 26. In December the meeting will be held December 17.

Motion: A motion to adjourn was made by Chuck Tilbury at 12:57 p.m. The motion was seconded by Jerry Yeatts. All in favor, motion passed.


Secretary Jeff Sperry

11.26.2019
Date