

# Clermont County Convention & Visitors Bureau

## Board Meeting

May 26, 2022

### Clermont County CVB office

**Attendance:** Jim Collins, Greg Holman, Stephen Hood, Payel Patel, Dan Solazzo (remote), Tressa Young, Jeff Blom, and Tracey Derico

**Minutes:** The meeting began at 11:35 a.m. and the April 28, 2022, minutes were reviewed.

**Motion:** A motion to accept the April 28, 2022, minutes was made by Greg Holman, Steve Hood seconded the motion. All in favor, motion approved.

**Clermont Sports Financials:** Dan Solazzo reported remotely acknowledging cash decrease in checking account was due to monthly internet expense and a quarterly security expense on the balance sheet.

**Motion:** Jim Collins made a motion to accept the financial report as presented. Steve Hood seconded the motion. All in favor.

#### **CVB Financials:**

The monies in the non-lodging tax account will be used to pay for expenses from the Grant Bicentennial. This account received the dinner ticket revenue from the Grant Bicentennial dinner.

Dan noted a slight increase in income from the hotel bed tax. It's a positive looking forward. April expenses were normal.

Investments are down, just a reflection of the market.

Steve Hood made a motion to approve the CVB financial report as presented. Jim Collins seconded the motion. All in favor. Motion passed.

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

STR report:

- The trend is moving in a positive direction. Occupancy for April is up 12%. Year to date occupancy 51.4% is up 15% for the year. ADR (average daily rate) for April was \$98.69, is up 12%. Year to date ADR is \$89.72, up 15% for they year. Everything is trending up. RevPAR (revenue per available room) for April was \$61.00, which was up 25.2% over last April. Moving into summer the numbers will trend up. RevPAR was \$46.09, which is up 32% over last year. April demand for rooms was up 19.2%.
- Short Term Rental Study: Key Data is working with OACVB; 15 Ohio CVBs are participating in an annual contract. There are 135 short term rentals in Clermont County. In May the ADR for short term rentals was \$151. Occupancy was 44%, RevPAR was \$67.
- CJRC (39 rowing teams) and a basketball tournament filled Clermont County hotels this past weekend.

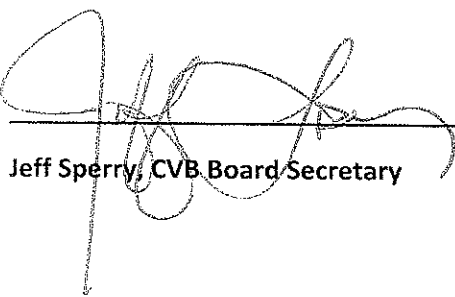
- ACA rep came and met with Joel and Sarah for a site inspection. Sign-Up Genius is up and running filling volunteer positions. LOC meetings have begun. Tri-State Warbird signed contract to provide awards banquet.
- Sales: [REDACTED]
- East Fork Lodge Study: phase two study (draft) results are in. Jeff is reviewing with Clermont Chamber and Clermont Economic Development to request revision of and add additional content.
- Marketing: Ohio Tourism co-op digital ads/social media is running. CVB will launch and additional campaign with 2060 Digital to attract meetings/conferences and leisure travelers. Marketing metrics are included in board packet.

[REDACTED] There will be 200 teams, approximately 1,500 outside team members, which should bring in at least 200 room nights. Chelsea Vollman is setting up room blocks at the hotels.

[REDACTED]

Next meeting Thursday, June 23 will be rescheduled to COhatch in Milford.

**Motion:** A motion to adjourn was made at 12:45 p.m. by Greg Holman. Jim Collins seconded the motion. All in favor. Motion passed.

  
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Jeff Sperry, CVB Board Secretary

6-23-2022  
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Date