

Clermont County Convention & Visitors Bureau

Board Meeting

February 23, 2023

Clermont County CVB Office

Attendance: Chad Kelley, Dan Solazzo, Jeff Blom, Steve Hood, Tressa Young, Lance Sizemore, Greg Holman and Kevin Lawson.

Minutes: The meeting began at 11:25 a.m. and the January 2023 minutes were reviewed.

Motion: A motion to accept the January minutes was made by Steve Hood; Chad Kelley seconded the motion. All in favor, motion approved.

Dan Solazzo presented the Treasurer's Report.

Clermont Sports Financials:

- Balance in checking account went from \$48,737.97 to \$47,850.53.
- Expenses were \$887.44 and included East Fork State Park/ODNR for permit and shelter/parking loop reservations for USRowing regatta.

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

CVB Financials:

- Balance sheet: Checking account went from a \$159,643.94 balance to \$168k balance.
- P & L: Lodging tax came in at \$51,108.60 for January (from November collections), down slightly compared to 2022.
- Larger expenses included: \$1,695 for Facebook marketing, \$1,500 for Visit Cincy publication print ad, \$2,990 for tourism conference registration.
- An electronic vote via email was conducted on Monday, February 13, 2023 to approve the purchase of a new Ford Explorer from Beechmont Ford, to replace the 2016 CVB vehicle, at a price of \$48,100.26. Vote passed with 6 replies of yes from Payal Patel, Nick Baker, Greg Holman, Dan Solazzo, Jim Collins and Steve Hood. No negative votes recorded. Vote was approved by quorum.

Investments: TD and Edward Jones were both slightly up for January, continuing roller coaster for stock market.

Motion: Chad Kelley made a motion to approve December's CVB financial report as presented. Steve Hood seconded the motion. All in favor.

Kevin Lawson with Lighthouse Sales Advisors presented his work on organization goals, KPIs, sales manager interview process and new sales goals/processes for 2023.

President's Report, presented by Jeff Blom:

- Jeff went over 2023 KPIs with board members and discussed organizational goals and tourism development initiatives.
- STR report: January was down 0.9% in hotel occupancy compared to 2022, but trending upward again. ADR was \$91.43 and up 11% over January 2022. RevPAR was up 10% over January 2022 at \$35.40. Demand for hotel rooms was also up 6.3% at 16,370 rooms for the month.
- Clermont Sports Update:
 - USRowing contract – Jeff emailed USRowing and still waiting on contract.
 - Clermont Sports – Jeff is obtaining estimates for 20ft flatbed trailer for hauling start dock for assembly/disassembly.

- Held first rowing LOC meeting on 2/21 for USRowing and CJRC regattas.
- Jeff is working on a rental agreement for CJRC for use of regatta boats and equipment, so if they damage anything then responsible for fixing/reimbursing Clermont Sports for repair.

Sales Update:

- New Sales Manager Patrick Korosec has been training on Simpleview CRM and Play Easy sports RFP platforms. Has sales goals and 30-60-90 day onboarding in place.
- Jeff has interviewed 12 individuals, narrowing it down and doing 4 in person interview for the Marketing & Sales Coordinator position. Decision will be made week of 2/27.
- Patrick is attending OHIO MPI Conference in Columbus 2/27-2/28.
- Patrick and Jeff will attend Heartland Travel Showcase being held in Cincinnati for group tour market.

Marketing Update:

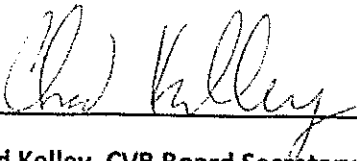
- Sarah and Jeff are working on content for new visitor guide with Great Lakes Publishing. Will have new guide end of March. First look at new design and layout will be 2/27.
- Website – Site map, listings and more being worked on for new Discover Clermont website.
- Sarah has been working on new print ads, as well as TourismOhio marketing co-op for the CVB.
- Marketing metrics are attached. Call out to our monthly emails which continue to receive high open rates and clicks.

Old Business:

- East Fork Study Update – Clermont County Economic Development Dept. obtained infrastructure estimates on the 3 potential sites at park. Next meeting with CHM is 3/6.

Next meeting: Tuesday, March 21, 2023 @ TBD.

Motion: A motion to adjourn was made at 1:00pm by Greg Holman. Lance Sizemore seconded the motion. All in favor, motion carried.



Chad Kelley, CVB Board Secretary

5-1-23

Date