

**Clermont County Convention & Visitors Bureau
Board Meeting
Cincinnati Nature Center
September 22, 2020**

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

Minutes: At 11:28 a.m. meeting began and August 25, 2020 minutes were read.

Motion: Jim Comodeca made a motion to accept the August 25, 2020 minutes. Greg Holman seconded the motion. All in favor, motion passed.

Treasurer's Report: Dan reviewed the Clermont Sports Development Corp. August financial statements. \$7,000 for Jon boats was misclassified. It was moved to Equipment. No other notable expenses.

Dan Solazzo reviewed the CVB August financial statements with the board. Dan shared that the [REDACTED] June 2019 lodging tax collected was \$68,000 while \$34,282 was collected in June 2020 (August check). The lodging tax revenue is down 50%. However, the good news is CVB was in positive. Jeff has done a good job managing the revised budget during this crisis.

Notable marketing expenses were for FC Cincinnati – 2021 season tickets, which are used for entertaining clients and prospective customers, marketing promotional giveaways. Graphic Design expenses were another expense, but in line with budget.

Professional fees were \$3,973 for Brixey and Meyer (2019 tax prep).

Edward Jones / TD America – Investments had nice gains for the month, but may go down next month due to volatility and corrections in the market.

PPP Loan – length % of time: May be forgivable in next round of CARES Act. If not need to repay \$68,200 loan in full.

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

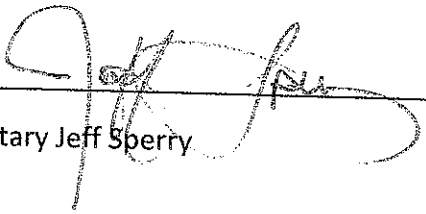
Motion: Jim Collins made a motion to accept the July CVB financial reports as presented. Jeff Sperry seconded the motion. All in favor, motion passed.

Director's Report: Jeff Blom said STR reports

Jeff Blom said STR reports Clermont County hotel occupancy down in August by 39% with 46% occupancy, ADR (average daily rate) was down 15% with ADR of \$75.52, which was not bad on the rate. RevPAR was down 48% at \$34.64 which was consistent with last month. The hotel occupancy and RevPar decreased slightly while the ADR improved showing that hoteliers asked for a higher rate as encourage by Jeff at an August 4th virtual hotel roundtable meeting.

The *CVB Fall Marketplace* will take place on Thursday, October 15th at RJ Cinema and Distillery from 11am to 1pm. Melinda Hartley, Executive Director of Ohio Travel Association and Matt McLaren, Executive Director of Ohio Tourism have been asked to be speakers and have agreed. CVB will share new marketing initiatives and advertising opportunities and will also share the names and dates of all the 2021 booked sports tournaments, events and meetings.

Motion: A motion to adjourn at 12:54 p.m. was made by Payal Patel. Greg Holman seconded the motion. All in favor, motion passed.



Secretary Jeff Sperry

1.26.2021
Date