

Clermont County Convention & Visitors Bureau
Board Meeting
Clermont County CVB Office
September 30, 2021

Attendance: Payal Patel, Jeff Sperry, Nick Baker, Greg Holman, Jim Collins, Dan Salazzo, and Jeff Blom.

Minutes: The meeting began at 11:37 a.m. and July 29, 2021, minutes were reviewed.

Motion: Dan Solazzo made a motion to accept the July 29, 2021, minutes. Jim Collins seconded the motion. All in favor, motion passed.

July CVB financials:

- Lodging tax collections for month at \$46,684.16
- Salary higher due to commission payment
- [REDACTED]
- Investments have increased slightly

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

July Clermont Sports Development Corp Finances:

- Repair for boathouse door of \$339.19.
- Not much else in expenses and financials looked good.

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

August CVB financials:

- Net income for month of August \$56,154 for lodging tax receipts
- Marketing expenses over \$12,000. Largest expense was for Marcus Thomas TourismOhio Co-Op Marketing.
- Sponsorship of \$2,000 for USAFL tournament.
- Salary had two payrolls for month
- Review \$25,000 program expense for Big Ten Spring Invitational for event contribution. See if that should be re-classified.
- Investments increased slightly for August.

Motion: Greg Holman made a motion to accept the August 2021 CVB financials as presented. Nick Baker seconded the motion. All in favor. Motion passed.

August Clermont Sports Development Corp Finances:

- Cincinnati Bell billing credit on bill of \$149, due to previous billing statement.
- All looks good for August financial statements.

Motion: Nick Baker made a motion to approve the August 2021 CSDC financials as presented. Greg Holman seconded the motion. All in favor.

Sales & Marketing Report

STR Report: Jeff went over the August STR report. Occupancy was 63.1%, up 36.9% over 2020. ADR was \$92.61 per room, up 22.9% from 2020 and RevPAR was \$58.40, up 68.2% from 2020. That is good news and it continues to show that our tourism economy is recovering. Corporate travel and meetings are still the biggest area where business is down. Leisure travel is up and has helped make up some for the loss of business travel.

CSDC: Both CJRC regattas will be back and with more teams than in 2021. ACA Sprint National Championships dates have been confirmed for July 11-17, 2022 and waiting on contract. USRowing dates in 2023 and 2025 have been confirmed and a contract is underway with their organization. Contract for 2024 NCAA Women's Rowing National Championships is under review with the NCAA and we should have in October. Big Ten regatta will be going to Sarasota, FL in 2022.

Marketing: Jeff shared that the CVB was awarded 9 OACVB tourism marketing awards at for the STAR Awards in September. The CVB received 6 first place awards for blog, brochure, COVID-19 response marketing, email newsletter campaign, promotional video and specialty marketing. Runner up awards were received for email newsletter, print advertisement and social media campaign. Clermont County received the most STAR Awards of any CVB in the state of Ohio.

Freedom Trail Brochure/Mobile App are almost finished. Brochure has been sent to the printer. Land of Grant/Grant Bicentennial Birthday brochure/Mobile App has been started. Content is almost finished. Working on layout and design. CVB is working with Clermont Grant Committee, Georgetown Grant Group and Ohio History Connection on 200th birthday celebration events for 2022, including a Presidential Dinner on April 27th, 2022. Jeff shared that the CVB is also working with the Bethel Historical Museum on a 35th Anniversary celebration and walk for Steve Newman's Worldwalk.

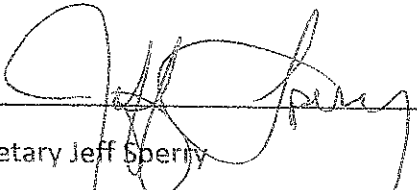
Media releases were sent out for the Clermont County Food and Farm Tour for October 2nd event, as well as a release for the OACVB STAR Awards.

[REDACTED]

Sales: Jeff went over contracts that are out for sports groups and meetings. He shared that Chelsea has worked the leads well and has several proposals out for 2022 and 2023 events. Jeff and Chelsea are attending two sports conferences in October where they will meet with over 25 sports tournament planners at each one. Chelsea is looking at doing a sales blitz in Q4 with hotel sales reps participating and targeting state association business.

The Board agreed to move October's meeting to Thursday, October 21, 2021. November's meeting will be held on Thursday, November 18, 2021. December's CVB Board meeting will be held on Thursday, December 16.

Motion: A motion to adjourn was made at 1:05 p.m. by Greg Holman. Nick Baker seconded the motion. All in favor, motion passed.



Secretary Jeff Sperry

10.21.2021

Date