

Clermont County Convention & Visitors Bureau

Board Meeting

November 27, 2018 3:30 p.m.

Eastgate Crossroads

Attendance: Chuck Tilbury, Greg Holman, Jeff Sperry, Payal Patel, Dan Solazzo, and Jeff Blom.

Welcomed Newest board member, Dan Solazzo, who shared some background information and his professional experience.

Minutes: A motion to accept the November 8, 2018 minutes was made by Greg Holman, Jeff Sperry seconded the motion. All in favor, motion passed.

Financials: Chuck Tilbury presented October financials. October's lodging tax was less than anticipated. One hotel is late (Holiday Inn Eastgate.) We should be close to meeting 2018 budget on revenue, and he foresees us coming in under budget for the year. We have good financial stability. October legal fees have totaled \$8,100.

Motion: A motion to accept the financial report as presented by Chuck Tilbury was made by Greg Holman; Payal Patel seconded. All in favor, motion passed.

CVB Branding: Jeff Blom updated the Board on the status of the new branding project, which includes Clermont Chamber of Commerce, Connect Clermont, Clermont County Economic Development (possibly) and possibly Clermont County Park District.

Sports Development Corp.: The 2019 Sports Development budget was discussed. The board reviewed Rowing Equipment and Capital Expenses. \$63,500 is to be implemented prior to July Rowing event. This expense should be paid through the CVB budget over 3 years. Dan would like to see if there is a mechanism to measure economic return. There was discussion concerning need for a concrete pad and the cost. Jeff Blom will check on estimates.

Jeff Blom and Chuck Tilbury are working with 3 benefit companies. The middle of the road cost will be \$32,000. Benefits will require a 50% contribution from employees with a high deductible plan with HAS.

Sales & Events:

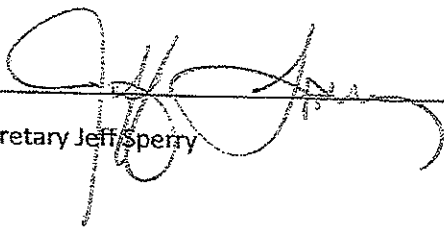
- Jeff Blom reviewed STR report. November should show healthy numbers.
- The cooperative agreement was signed, moving the deadline for Milford to December 31, 2018 for financing.
- Event manager coming in Friday, Nov. 30, for a site inspection for a competitive 100 – 200 angler [REDACTED] fishing tournament.
- Cathy Schmuck and Jeff Blom are meeting Friday morning to potentially create a Water Sports Festival as a qualifying event or regional event.

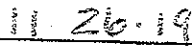
- Margaret Bedilion has developed 5 different small group bus tour itineraries. We are adding a section to the website to include it online.
- In the process of finalizing the 2019 marketing plan with Sarah Gleason.

New Business:

- 2019 CVB Budget review: The proposed budget includes \$30,000 health care; \$16,000 retirement; and \$100,000 for legal fees, as well as \$32,000 for Clermont Sports Dev. Corp for rowing event in 2019. Lodging tax in July 2019 should be higher due to rowing event and sold out hotels.
- This is a good first draft of budget. Revisions will be made and brought to the December meeting.

Motion: Payal Patel made a motion to adjourn. Greg Holman seconded the motion. All in favor, motion passed. 5:27 p.m.


Secretary Jeff Sperry


Date