

Clermont County Convention & Visitors Bureau
Board Meeting
February 23, 2022
Holiday Inn & Suites Eastgate

Attendance: Payal Patel, Jim Collins, Greg Holman, Stephen Hood, Chad Kelley, Dan Solazzo, Chelsie Hornsby, Tressa Young, and Jeff Blom

Jim Collins, filling in for Payal Patel, welcomed new board members Steve Hood, Chad Kelley, Chelsie Hornsby and Tressa Young. Board members introduced themselves.

Minutes: The meeting began at 12:33 p.m. and December 16, 2021, minutes were reviewed.

Motion: Greg Holman made a motion to accept the December 16, 2021 minutes. Dan Solazzo seconded the motion. All in favor. Motion passed.

Financials: CVB

December: Dan Solazzo discussed different financial forms for new board members.

- Lodging tax was \$49,913.02 for December and \$569,696 for the year. The lodging tax exceeded budgeted revenue for the year by 10%.
- [REDACTED]
- \$534,605 expenses minus \$25,000 rowing capital.

Motion: Greg Holman made a motion to accept the December CVB Financial report as presented. Steve Hood seconded the motion. All in favor. Motion passed.

January:

- Lodging tax was \$61,054, so starting off 2022 on a good note.
- Other income is the 1% lodging tax for city of Milford / FC Cincinnati.
- Expenses for marketing for Grant 200th event collectible coin.
- Salary was 2 payrolls for the month, as well as benefits.

Motion: Greg Holman made a motion to accept the January CVB Financial report as presented. Payal Patel seconded the motion. All in favor. Motion passed.

Financials: Clermont Sports

December:

- Jeff Blom discussed and explained CSDC with Board for new members. Set up as a subsidiary nonprofit for liability purposes for rowing regattas and water sports related events.
- Dan Solazzo discussed capital investment from CVB to CSDC
- Annual expenses for insurance, security, repair/maintenance on equipment.
- 2021 event expenses for Big Ten Rowing and CJRC.
- December expenses were in line with budget.

Motion: Greg Holman made a motion to accept the December CSDC Financial report as presented. Steve Hood seconded the motion. All in favor. Motion passed.

January:

- No major expense. Financials looked good.

Motion: Greg Holman made a motion to accept the January CSDC Financial report as presented. Payal Patel seconded the motion. All in favor. Motion passed.

President's Report:

STR Report: January occupancy was only down 3% compared to January 2020 (pre-Covid). For 2021, occupancy overall down 14% compared to 2019. Travel is still recovering, especially business travel and meetings. Leisure and sports has been our main source of hotel rooms. ADR in January was up 2% over January 2020 (pre-Covid). ADR for 2021 overall was only down 48 cents or ½ of 1 percent compared to 2019, so that was an excellent result in recovering hotel room rates. RevPar for January 2022 was down 1.4% compared to January 2020 (pre-Covid). RevPar for 2021 versus 2019 was down 15%, so there is still room for improvement with hotels managing room inventory and rates. The key to 2022 is to continue to increase occupancy, maintain/slightly increase rates and increase rates during peak demand.

Clermont Sports: Jeff shared that they held the first LOC meeting for ACA Sprint National Championships in August. Budget and plans are set for the event. Only new equipment needed for purchase are the outdoor TVs to stream races and race results. New reps at both NCAA and USRowing are working on contracts for 2023-20225 championship regattas.

Marketing: Jeff and Sarah attended Grant 200 meetings. Grant Bicentennial app and brochure developed content. Grant events web page created and launched. Started YouTube advertisement with Grant promotional video (57,780 views as of 2/23). Had meetings with Bandwango on Land of Grant Trail. Worked on Ohio Tourism co-op. Marketing metrics attached.

Sales: Chelsea sent proposals out in January to 2 sports events. Worked on contract for another sports tournament for September for 500-800 room nights. She followed up on several leads, attended TCGC, Clermont Chamber, hotel and attraction meetings. CVB hotel roundtable was planned for end of February with Clermont hotels to review STR reports, travel trends and recovery, discuss weeks of need and more.

Motion: A motion to move into Executive Session was made by Jim Collins, seconded by Greg Holman to discuss personnel matters.

Motion: Motion to come out of Executive Session was made by Dan Solazzo and seconded by Steve Hood.

New Business:

- CVB Executive committee position elections will be held at March board meeting.
- Board meetings will typically be the 4th Thursday from 11 a.m. – 1 p.m. Cancel July meeting due to ACA event.

Motion: A motion to adjourn was made at 2:10 p.m. by Dan Solazzo, seconded by Steve Hood. All in favor. Motion passed.

Next Meeting is Thursday, March 24th, 11 a.m. at the Clermont County CVB office.