

Clermont County Convention & Visitors Bureau
Board Meeting
Holiday Inn & Suites Eastgate
November 17, 2020

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

Minutes: At 11:36 a.m. meeting began and October 27, 2020 minutes were read.

Motion: Greg Holman made a motion to accept the October 27, 2020 minutes. Dan Solazzo seconded the motion. All in favor, motion passed.

Treasurer's Report:

Clermont Sports Dev. Corp. - Dan reviewed the Clermont Sports Development Corp. Financial statements look good. Capital increased \$7,000 due to start dock. Regular expenses included internet and security payments. Balance in checking account is \$6,786.94.

Dan Solazzo proposed moving \$20,000 from CVB to CSDC to cover capital expenses:

- Start dock - \$14,000
- Judges stand - \$10,000

Motion: Payal Patel made a motion to move \$20,000 from the CVB checking account to the Clermont Sports Development Corp. checking account. Greg Holman seconded the motion. All in favor, motion passed.

The \$20,000 will be booked as a loan. In 2021, if we receive \$50,000 through the capital bill from the State of Ohio for start dock then the CSDC can repay the loan to CVB.

If cannot repay as a loan, then can do a journal entry to reclassify as a capital contribution.

Motion: Payal Patel made a motion to accept the CSDC treasurer's report as presented. Nick Baker seconded the motion. All in favor. Motion passed.

CVB - Dan gave the CVB Financial Report. Financials look good. The large expenses were and \$3,682.52 for Crowdriff and IdeaZone technology for website. The payroll increase was due to bringing back Tracey Derico and quarterly commission to sales director.

Dan and Jeff will talk to Brixey & Meyer on November 19th about payroll expense being matched against \$7,000 SBA EDIL forgivable loan, as well as payroll and operations expenses documentation for PPP loan.

Greg Holman suggested that the CVB Board can make adjustments in May/June to the 2021 budget based on how hotels are performing due to COVID-19 pandemic recovery. Jim Collins commented that the CVB can tap into reserves if necessary.

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

Director's Report:

No STR report, since report is emailed out on the 17th of each month and has not been received as of the meeting.

Jeff went over sales report with CVB receiving the 2024 NCAA Womens Rowing National Championships at Harsha Lake at East Fork SP. He said it was a big win for Clermont and Cincinnati, as they were partners on the proposal, along with host school of Marietta College. 36 college teams and over 750+ athletes. Over 2,500 room night between Clermont and Cincinnati for the five-day event.

Jeff went over the marketing report. CVB received 2 tourism marketing awards from the Ohio Travel Association (OTA). RUBY Award for the Discover Clermont postcard project. Certificate of Excellence for the Tail Trail. Developed new venue collateral material for meetings and sports venues. Shop Clermont Mobile Savings Pass started with recruiting and onboarding retail, restaurant, lodging and attractions for holiday discount offers. Signed contract with Great Lakes Publishing, held kick off call and started going over content for articles, ads and more. Early March delivery of guides. Media releases sent out for Vintage Base Ball, NCAA Championship and RUBY Awards.

2021 Budget Drafts presented by Jeff

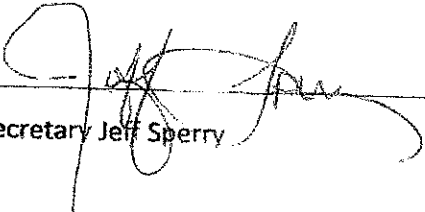
Clermont Sports Development Budget for 2021 looked good as discussed by CVB board. Main expenses were for Big Ten Rowing Invitational Regatta and CJRC regattas. Jeff to present final budget for approval in December [REDACTED]

[REDACTED] Jeff said there is a sports module that can be purchased that is industry standard in projecting total room nights and economic impact based on number of factors plugged in about each specific sports event. Module can be purchased from Destinations/Sports ETA.

Jeff presented a draft of the CVB budget. Initial draft expense amount was slightly higher than 2020 revised budget of \$511,000. Board discussed large budget line items including marketing and technology (website/software). Salary and staff adjustments would be discussed in 6 months.

Old Business: January meeting will be scheduled the 2nd or 3rd week of January for new CSDC Board.

Motion: A motion to adjourn at 1:18 p.m. was made by Greg Holman, Payal seconded the motion. All in favor, motion passed.


Secretary Jeff Sperry

2.11.2021
Date