

**Clermont County Convention & Visitors Bureau  
Board Meeting  
CVB Office  
January 28, 2020**

**Attendance:** Jim Comodeca, Jerry Yeatts, Dan Solazzo, Greg Holman, Mike Moore, Jeff Blom, Payal Patel. Also in attendance: Sarah Gleason, Tracey Derico.

**Marketing:** : Sarah Gleason presented the 2020 Marketing Plan to the board.

**Minutes:** The Board reviewed the December 17, 2019 minutes. Jerry Yeatts made a motion to accept the December minutes with correction of spelling Payal Patel's name. Payal Patel seconded the motion. All in favor. Motion passed.

**Financials:** Dan Solazzo reviewed December 2019 financials for the CVB.

**Motion:** Greg Holman made a motion to accept the December financials as presented. Mike Moore seconded the motion. All in favor. Motion passed.

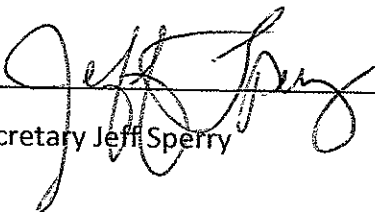
The Board reviewed the Clermont Sports Development Corp. financials. The last sponsorship check came in for the 2019 USRowing event, which fulfilled payment on 100% of sponsorships.

**Sales / Events:** The CVB finished 2019 strong. STR shows hotel ADR up 3.4%. RevPar up 1.6% for year.

Jeff Blom shared update on sports tournaments and events that Lauren Baston is working on for future years, including rowing, weightlifting, softball and baseball. Proposals have been sent out. More are being researched. A large conference is coming back in 2020-2021 at Holiday Inn Eastgate. Lauren is working with Olympic Fields and Tealtown to find tournaments and events they can host.

Jeff shared update on USRowing 2020 National Championships. He met with USRowing to discuss the 2020 and 2021 events and contract. Jeff also gave update on ACA Sprint National Championship. First LOC meeting to be held in February for East Fork events.

**Motion:** A motion to adjourn was made by Greg Holman at 12:52 pm. Payal Patel seconded. All in favor. Motion passed.

  
Secretary Jeff Sperry

Feb. 20, 2020  
Date