

**Clermont County Convention & Visitors Bureau  
Board Meeting  
Tano's Bistro - Loveland  
December 16, 2021**

**Attendance:** Payal Patel, Jim Collins, Dan Solazzo, Nick Baker and Jeff Blom.

**Minutes:** The meeting began at 11:26am and November 17, 2021, minutes were reviewed.

**Motion:** Jim Collins made a motion to accept the November 17, 2021, minutes. Nick Baker seconded the motion. All in favor, motion passed.

**November CVB Financials:**

The financials for November looked good. There was nothing significant on balance sheet or P&L statement. The lodging tax at \$68,910 was the second highest amount of the year. Cash increased for month. Large expenses for November included hotel costs for staff travel to conferences including SPORTS, The Relationship Conference and SportsETA Symposium, as well as Ohio Fall Conference on Travel. Salary and benefits were in line for 2 pay periods. Other expenses were in line or under budget.

**Investments:** TD Ameritrade and Edward Jones accounts both decreased slightly due to markets.

**Motion:** Nick Baker made a motion to accept the November CVB financial report as presented. Jim Collins seconded the motion. All in favor, motion passed.

**November Clermont Sports Development Corp Financials:**

Internet was only cost for month. No major costs. Jeff indicated that December expenses will include winterization of all wakeless launches and jon boats.

**Motion:** Nick Baker made a motion to accept the November CSDC financial report as presented. Jim Collins seconded the motion. All in favor, motion passed.

**President's Report:**

Jeff shares update on STR report for October, as this was not available at time of November board meeting. Occupancy was at 60% for the month (up 19% over 2020), ADR was \$92.64 (up 22% over 2020) and RevPAR was at \$55.60 (up 45% over 2020). November STR report comes out on December 18<sup>th</sup>, but should show that occupancy is holding steady as we head into colder months.

Clermont Sports update: CJRC Midwest Invitational regatta is now May 21-22, 2022. The ACA Sprint National Championships are now July 31-August 6, 2022. Boats were winterized and most will be stored in boathouses. Old start dock has had a couple of inquiries and Jeff has had communications with one interested rowing club in New York.

Sales: Jeff discussed sales leads and proposals. Chelsea is currently following up with leads from sports conferences and working on new proposals. [REDACTED]

[REDACTED]

[REDACTED]

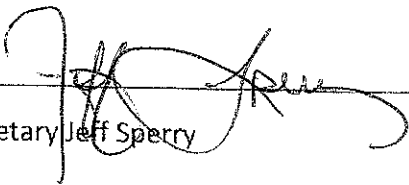
Marketing: Jeff shared the marketing metrics report and is in the board packet for review. Sarah Gleason is back in the office from FMLA leave. Clermont Freedom Trail brochure was printed and app was finished and launched on November 5<sup>th</sup>. Land of Grant Trail/Bicentennial of Grant's Birth brochure and app are being developed and will be ready in early January.

Budget: Jeff presented 2022 budget. Board suggested a couple of changes to budget. Jeff will email final budget to Payal to send to board for electronic vote to approve for 2022.

Board Member Recruitment: County has posted application for new CVB board candidates. Board would like a new restaurant representative to replace Michael Moore, who is stepping down at end of December. Board is also recruiting to fill other open board position.

[REDACTED]

**Motion:** A motion to adjourn was made at 12:55pm by Nick Baker. Payal Patel seconded the motion. All in favor, motion passed.

  
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Secretary Jeff Sperry

3-15-2022  
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Date