

# Clermont County Convention & Visitors Bureau

## Board Meeting

April 28, 2022

### Clermont County CVB office

**Attendance:** Nick Baker, Jim Collins, Greg Holman, Stephen Hood, Chad Kelley, Payel Patel, Jeff Sperry, Dan Solazzo, Tressa Young (remote)

**Minutes:** The meeting began at 11:24 a.m. and the March 24, 2022, minutes were reviewed.

**Motion:** A motion to accept the March 24, 2022, minutes was made by Steve Hood, Greg Holman seconded the motion. All in favor, motion approved.

**Clermont Sports Financials:** Dan Solazzo reported internet expense, insurance, equipment repair on balance sheet.

**Motion:** Nick Baker made a motion to contribute \$20,000 to Clermont Sports Development Corporation for annual budget and ACA National Championship event. Greg Holman seconded the motion. All in favor. Motion passed.

**Motion:** Nick Baker made a motion to accept the financial report as presented. Greg Holman seconded the motion. All in favor.

#### **CVB Financials:**

**Motion:** Grant dinner ticket sales increased balance at People's Bank. As expenses come in, they will be paid out of same account.

Lodging tax for January (received in March) is still about 10% down from pre-pandemic. There were two publication costs. There were three payrolls in March. Technology expense was an annual user Microsoft fee.

Nick Baker made a motion to approve the CVB financial report as presented. Greg Holman seconded the motion. All in favor. Motion passed.

#### **President's Report:**

STR report:

- Occupancy for March is up 19%. Year to date occupancy is up 16.4%. ADR (average daily rate) for March was \$89.29, is up 18.3%. Year to date ADR is \$85.86. Everything is trending up. RevPAR (revenue per available room) for March was \$48.61, which was up 41% over last March. The challenge remains getting business/corporate room nights to rebound.
- Agreement signed with Key Data – for a short-term rentals study; will go back to January 2020. \$2,000 annual agreement. Fifteen CVBs signed up with Key Data for the study.
- East Fork Lodge Study: phase two: will include what financial numbers look like, will it self-support. Should get results back mid May.
- ACA Sprint National Championships for canoe and kayak – first week in August, planning meetings are moving along. Course reconfiguration costs will come in June/July.

- Rowing – Still waiting on USRowing contract for 2023 and 2025. Same thing with NCAA.
- Sales [REDACTED]
- Marketing – mostly centered on Grant celebrations.

### Board Elections:

#### Clermont County CVB

Chair: Payal Patel / Vice Chair: Jim Collins / Secretary: Jeff Sperry / Treasurer: Dan Solazzo

**Motion:** A motion to approve Clermont County CVB Board was made by Greg Holman, seconded by Jim Collins. All in favor. Motion passed.


#### Clermont Sports Development Corp.

Chair: Nick Baker / Vice Chair: Greg Holman / Secretary: Chad Kelley / Treasurer: Steve Hood

**Motion:** A motion to approve Clermont Sports Development Corp. Board was made by Greg Holman, seconded by Chad Kelley. All in favor. Motion passed.

Next meeting Thursday, May 26, in Milford at CoHatch.

**Motion:** A motion to adjourn was made at 12:18 p.m. by Nick Baker. Chad Kelley seconded the motion. All in favor. Motion passed.

  
Secretary of the Board

June 1, 2022