

**Clermont County Convention & Visitors Bureau
Board Meeting
Holiday Inn Eastgate
March 25, 2021**

Attendance: Mary Eisnaugle, Jeff Sperry, Nick Baker, Greg Holman, Payal Patel, Dan Solazzo (by phone) and Jeff Blom. Absent: Jim Collins, Michael Moore.

SFA research presented by Evan Eleff. Board discussion followed with Evan.

Minutes: The meeting began at 11:30 a.m. and February 25, 2021 minutes were read.

Motion: Greg Holman made a motion to accept the February 25, 2021 minutes. Payal Patel seconded the motion. All in favor, motion passed.

Finances:

Clermont Sports Development Corp: Cash increased due to \$15,000 from USRowing. Expenses: \$7,000 payment for start dock. \$25,000 balance to be paid in April. CSDC has credit card now, so expenses would not have to go through CVB credit card. \$375 USRowing Membership Insurance Upgrade. CVB contributed capital.

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

CVB Finances: There was an increase of \$61,000 in revenue due to PPP forgivable loan being received. PPP loans are a total of \$136,400 now.

The Due To and Due From should equal each other. They are back in balance. Dan and Jeff had a call with Brixey & Meyer to discuss correcting a couple of items, as well as have partner reviews of financial statements. Should not have accrued \$183.70 for payroll and taxes. Brixey & Meyer were notified.

\$7,000 SBA loan credit and debit match, so CVB has utilized the total amount.

Mortgage \$2,808.11 is expense for real estate interest, taxes, first half of annual taxes.

Investments continue to grow.

Motion: Payal Patel made a motion to accept the CVB financial report as presented. Nick Baker seconded the motion. All in favor, motion passed.

President's Report:

Jeff went over the February STR report. Occupancy was 41.1%, down 18% over 2020. ADR was \$73.29 per room, down 10.4% from 2020 and RevPAR was \$30.00, down 26.5% from 2020. The good news is that vaccinations have substantially increased, requests for visitor guides have increased and March has had a couple of basketball tournaments, so March numbers should start the rebound and recovery we are looking for in the local tourism economy.

CSDC: Start dock will be assembled April 2nd to be used for the first time at the CJRC Cincinnati Invitational Regatta on April 10th. The new judges stand will be delivered March 30th and looks great. Both of these pieces of equipment are a substantial upgrade over the 30 plus year old equipment that was being used and was falling apart. Jeff will look to sell the old start dock to a rowing club, college or venue.

Sales: Jeff has listed the Sales Director position on LinkedIn and Ohio Travel Association websites and job posting will be shared through social media. Lauren Baston will continue in a part-time capacity until job is filled and a transition can occur. Preparing for Big Invitational Regatta with Zoom meetings with coaches, officials, live stream, staff, LOC and volunteer coordinator. Continuing to fill hotel room blocks and make changes to the blocks. Discussed and put in place COVID-19 safety protocols. Followed up on current events and reviewing RFPs for future events and meetings.

Marketing: Attended Grant 200th Birthday Celebration meeting and Freedom Trail meeting. New brochures, trail app (Bandwango) and events being planned. Submitted Ohio co-op marketing plans to the state tourism office. Designed Big Ten signage and worked on sponsorship marketing for the event. Metrics for website, social media and email are attached for review.

New Business: Jeff shared update on legal issue and settlement. Board agreed with resolution.

Motion: A motion to adjourn was made at 1:02 p.m. by Nick Baker. Payal Patel seconded the motion. All in favor, motion passed.

Secretary Jeff Sperry

Date