

Clermont County Convention & Visitors Bureau
Board Meeting
CVB Office
November 26, 2019

Attendance: Jim Comodeca, Chuck Tilbury, Mike Moore, Jerry Yeatts, Dan Solazzo, Mary Eisnaugle, Jeffrey Sperry, and Jeff Blom.

Minutes: A motion to accept the October 26, 2019 minutes was made by Chuck Tilbury, seconded by Mary Eisnaugle. All in favor; motion approved.

Financials: Chuck Tilbury presented the CVB and Clermont Sports financial reports for October.

Motion: A motion to accept the CVB October financials as presented was made by Mike Moore and seconded by Mary Eisnaugle. All in favor, motion passed.

Motion: A motion to accept the Clermont Sports Development Corp. financials as presented was made by Dan Solazzo. The motion was seconded by Jerry Yeatts. All in favor, motion passed.

Director's Report: Jeff went over the STR report for hotels. Occupancy was up 6.1% for October, ADR was down 1.1% and RevPar was up 4.9% for the month. YTD Occupancy is up 2.1%, ADR down 1% and RevPar flat at 0.1%.

Sports Update: Jeff shared CVB won bid to host USAFL East Regional Championship on Saturday, June 27, 2020 at Pini Meadows Park for US Australian Rules Football. Approximately up to 300 hotel rooms for that weekend.

Meetings/Group Tour: Jeff said that Lauren is making calls to corporate market and meeting planners. Jeff is talking to a person Dec. 3rd about working part-time to sell group tour market starting in 2020 to replace Margaret.

Marketing: Jeff shared that Clermont County branding is complete and launch for new county brand will be Dec. 6th at RJ Cinema & Distillery. Board is invited to attend. CVB will do a follow up launch for January for Discover Clermont and brand partners will do a presentation to Mayors in January.

The CVB won 2 Citations of Excellence Awards from OTA and 5 STAR Awards from OACVB this fall. The CVB won had not won any in the last 7 years, possibly much longer. There is no presence of these type of awards in the CVB office. Chuck Tilbury and Jim Comodeca praised the CVB team for the 7 marketing awards and the recognition received from the CVB's peers and industry associations.

October marketing metrics report attached. CVB received over \$460,000 in media coverage for USAFL announcement, FC Cincinnati training center and more.

Capital Budget Motion: Chuck Tilbury made a motion to approve 2020 capital budget expenditures for Clermont Sports Development Corp for rowing equipment for rowing course reconfiguration for ACA event, judges stand and jumbotron/TV with trailer not to exceed \$30,000. Mary Eisnaugle seconded. All in favor, motion passed.

Board reviewed the 2020 Sports Development Corporation Budget.

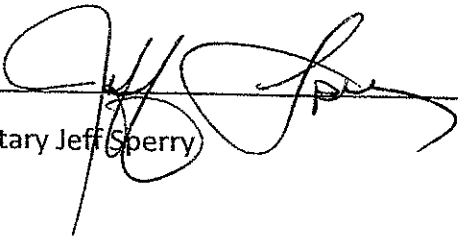
Motion: A motion to accept the Sports Development Corporation 2020 Budget was made by Mary Eisnaugle. Mike Moore seconded the motion. All in favor, motion passed.

2020 CVB Budget was discussed. This budget will be voted on in the December board meeting.

[REDACTED]

Chuck Tilbury resigned from the Clermont County Convention & Visitor's Bureau, effective November 30, 2019. His original term was set to expire at the end of January 2020. Jim Comodeca thanked Chuck for all his work on behalf of the CVB and Clermont County. Jeff Blom expressed appreciation for Chuck's invaluable contribution to the board.

Motion: A motion to adjourn was made by Mary Eisnaugle at 1:07 p.m. The motion was seconded by Mike Moore. All in favor, motion passed.


Secretary Jeff Sperry

1-30-2020
Date