

**Clermont County Convention & Visitors Bureau  
Board Meeting  
Conference Call (due to COVID-19 Pandemic)  
April 28, 2020**

**Attendance:** Mary Eisnaugle, Jim Comodeca, Mike Moore, Jeff Blom, Payal Patel, Dan Solazzo, Greg Holman.

**Minutes:** Chair Mary Eisnaugle opened the meeting and March 24, 2020 minutes were read.

**Motion:** Jim Comodeca made a motion to accept the March 24, 2020 minutes. Greg Holman seconded the motion. All in favor, motion passed.

**Treasurer's Report:** Dan reviewed the Clermont Sports Development Corp. financial statements. Regular monthly expenses were for internet and USRowing membership. A contribution of \$85,000 from the CVB to the CSDC for purchase and construction of new start dock was made. Precision Racing was paid the first portion of overall cost of \$155,000. USRowing and State of Ohio are paying the remainder of cost. \$85,000 was withdrawn from Edward Jones investment account for contribution from CVB to CSDC.

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

Dan Solazzo reviewed the CVB financial statements with the board. Expenses are in line with larger expenses for month being marketing expenses (print, video/photography), STR hotel monthly reports and SportsETA Marketplace conference (rescheduled to August from April – Jeff and Lauren to attend) for CVB. Travel expenses were mainly Delta airfare for conference, which is rebooked for August. Salary was down for the month as Lauren Baston was on maternity leave (STD/unpaid days) and part-time hours were reduced due to COVID-19. Hotel revenue down in March and will decline steeply in April. TD Ameritrade account had some fluctuation due to volatility in the market, but will rebound.

**Motion:** Michael Moore made a motion to accept the CVB financial report as presented. Jim Comodeca seconded the motion. All in favor, motion passed.

**Director's Report:** Jeff Blom said STR reports Clermont County hotel occupancy down in March by 38%, ADR (average daily rate) was down 9.9%. RevPAR was down 44%. Hotel occupancy was a dismal 38%. Butler County was at 20% March for comparison. April numbers are projected to be worse.

Sports Facility update:

Start dock delivered to ODNR office and Tim Royalty will begin to work on customizing it for rowing. Balance to be paid in early June. April Cincinnati Invitational Regatta and May Midwest Invitational Regatta was cancelled due to the coronavirus. ACA at end of July is still on as scheduled, but participation could be down due to coronavirus. Judges Stand to be ordered to fulfill our obligation to ACA, USRowing and NCAA for future events.

Marketing:

- New Meeting and Sports Planner Guide will be mailed out April 30<sup>th</sup> to 200 planners and digital version will be included in targeted emails.
- New Visitors Guide is being sent to printer today, April 28<sup>th</sup>. Shipment of guides should be in around May 15<sup>th</sup> for summer travel season.
- Cut April and May marketing due to coronavirus. Focused on shop local, future planning and contests to increase email/social media numbers.

- Ohio Co-op – June media buy of approximately \$6,000 and matched by Ohio Tourism with \$6,000, will now be a 100% media buy by Ohio Tourism (no cost to CVB). That is good news for our budget.

Sales:

- Proposals Lost – CVB did not win bids for [REDACTED] [REDACTED] Lauren is gathering feedback on proposals.
- Proposals Out - There are several proposals out for new events for 2021, including [REDACTED] [REDACTED] [REDACTED] [REDACTED]
- Events Booked: 2021 ACA Sprint National Championships and 2020 Pro Cart East Challenge (October)
- In addition, Lauren is working on SportsETA leads and will be attending August conference to meet with event directors for future sports events and tournaments.

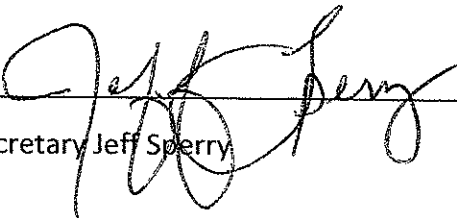
**New CVB Officers:** Mary Eisnaugle nominated Payal Patel for Vice Chair. Jeff Blom said that Jeff Sperry, in previous meeting, indicated that he would stay on as Secretary. These two remaining officer positions will need to be voted on and approved at May board meeting.

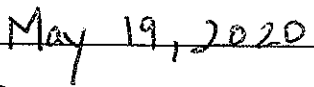
**Old Business:** Mary asked Jeff to follow up with Jerry Yeatts to see if he will remain on board (even though furloughed by hotel). If not, discuss the board position with Nick Baker and talk to county commissioners regarding the hotel board appointment.

CSDC Board – CVB Board discussed the officers for CSDC board and CSDC board make up. Jim Comodeca suggested that a representative from CJRC and QCRC be added to CSDC board and that the board should hold quarterly meetings. Jeff Blom to discuss with CJRC and QCRC.

**New Business:** Dan Solazzo asked Jeff Blom to have Mary Ann with Brixey & Meyer put in place the revised 2020 budget, which was reduced due to COVID-19.

**Motion:** A motion to adjourn at 12:44 p.m. was made by Dan Solazzo. Greg Holman seconded the motion. All in favor, motion passed.

  
Secretary Jeff Sperry

  
Date