

Clermont County CVB Board Meeting
Thursday, October 19, 2023
Holiday Inn Eastgate

Attendance: Payal Patel, Nick Baker, Chad Kelley, Dan Solazzo, Steve Hood, Jeff Blom, Chelsie Hornsby, Tressa Young, Greg Holman, Lance Sizemore

Meeting started: 11:31am

Minutes: Reviewed August 2023 minutes. Motion to accept: Steve Hood Second : Nick Baker
All in favor, motion approved.

Bill Donabedian presentation. Suggested boosting WOBO Bluegrass Bash and/or creating new event, Fall Fireworks Festival during the first week of October at Miami Meadows. It takes a few years to develop a large concert because big name bands won't sign unless event draws a large crowd.

Treasurer's Report: Dan Solazzo

Clermont Sports Development Corp:

Balance Sheet, Cash went from \$2,545.08 down to \$1,908.92. This is a net decrease of \$636.13.

P&L= Income section, internet down to 204.93

Motion to approve: Nick Baker Second: Chad Kelley, All in favor, motion approved.

Clermont County CVB:

Balance Sheet, On the Balance Sheet, our cash in the Checking/Peoples Bank went from \$237,477.38 to \$284,271.64. This increase is a combination of our net income for the month as well as the cash outflow we paid for computers. Statement of Revenue and Expense, we see that we received lodging tax in the amount of \$92,255.99. These represent room nights for July.

P&L- Salaries and wages for the month represents 2 payrolls. Professional Fees came in at \$2,910.12. \$500 of this amount was progress billing to prepare our 990 tax return The balance of the amount was the fee we pay Paychex to prepare payroll and August bookkeeping.

TD Ameritrade & Edward Jones: TD Ameritrade is now Charles Schwab. Both accounts decreased slightly over the previous month.

Motion to approve: Steve Hood Second: Nick Baker All in favor, motion approved.

President's Report: Jeff Blom

STR: Sept occupancy -1.5% and YTD is -2.8%, ADR +10.2% and YTD +10.3%, RevPar +8.6% and TYD +7.2%, Demand -2.3% and YTD +2.0%.

Clermont Sports Update: NCAA update – NCAA Contract/October 11th Site Visit. Well organized group. 80% of tickets will be sold online in advance and about 20% on site. Expecting approximately 4,000 visitors for event. AJ checking into paddle board event, IFC SUP World Cup. CCCVB wants a future Outdoor Recreation event, live bands etc. at East Fork

Sales and Events Update: Continuing proposal for [REDACTED]


Marketing & Communications:

Print Ads/Digital Marketing – focusing on fall/winter. Bengals, FCC and Cyclones. Website continues to be updated with photos. Promoting Mustard Seed Market at Fairgrounds and Light in the Forest at Nature Center. Continue social media on Facebook, Instagram, X, LinkedIn.

Old Business:

East Fork State Park Lodge Study – recommend 3, 6 bedroom cabins.
[REDACTED]

Appalachian Grant, ongoing.

New Business: 

Next Meeting: Thursday, November 30, 2023 @ 11:00am at Clermont County CVB Office

Motion to adjourn: Nick Baker Second: Steve Hood All in favor. Motion passed.

Meeting ended: 1:10

Board Minutes Approved:

Secretary: Chad Kelley

Date: 1/25/24