

**Clermont County CVB Board Meeting**  
**Thursday, April 6, 2023 (March meeting)**  
**Clermont County CVB Office**

**Attendance:** Payal Patel (remote), Jim Collins (remote), Dan Solazzo, Steve Hood, Nick Baker, Tressa Young, Lance Sizemore, Chelsie Hornsby, Jeff Blom, Katie Messmer

**Meeting started:** 11:36 am

**Minutes:** March 2023 minutes reviewed. Motion to accept: Steve Hood Second: Nick Baker  
All in favor, motion approved.

**Treasurer's Report** presented by Dan Solazzo.

**Clermont Sports Development Corp:**

Review February 2023 - Balance in checking went from \$47,850.53 to \$46,557.85.

Expenses included permits for USRowing regatta, first payment to rowing event manager, monthly internet fee.

Motion to approve: Nick Baker Second: Steve Hood

All in favor, motion approved.

**Clermont County CVB:**

Review February 2023 – CVB and Investments.

Balance in checking went from \$168,404.27 to \$72,303.96. This is due to \$56,351.86 lodging tax not being received in February as payment was delayed. March financials will show the correction.

Marketing expenses included online job ads for Sales & Marketing Coordinator position, Midwest Meetings print ad, OACVB membership dues and SportsETA Symposium registration. Meetings and Travel expenses included Heartland Travel Showcase, Clermont Chamber Annual Dinner, OACVB Conference.

**Investments:**

Profit increase in February due to multiple months of up and down markets.

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

**President's Report:** Jeff Blom

**STR:** February hotel occupancy was 43.5%, which was down 6.4% for the month year over year. Occupancy is down 3.8% YTD. ADR for hotels was \$92.40 for February, which was up 5.6% for the month year over year. ADR is up 8.4% YTD, which is great for hotels. RevPAR was \$40.23, which was basically flat for the month year over year. It is down 1.2% YTD. Demand for hotel rooms is very slightly up at 1% YTD, so we should see numbers increase as we enter spring season.

**Clermont Sports:**

Trailer was bought for the start dock.

The CJRC Regatta is this Saturday at East Fork.

Currently waiting on contracts for NCAA and US Rowing.

**Sales and Events Update:**

Simpleview Conference – Training for the CRM database will be attended by Patrick, Jeff and Katie from April 23-26.

NACB Tournament – May 26-29<sup>th</sup> - Over 1,100 rooms booked!

Beast of the East -June 3- hoping to have more out of town visitors.



**Marketing Update:**

Website development continuing to move forward. New website is compatible with Simpleview.

Social Media – Have been focusing on Winter escapes, spring break, Reds Opening Day, FC Cincinnati

Emails/Ads – winter/spring break campaigns focused on indoor attractions.

Ads this summer will focus on Hike-Bike-Paddle theme.

**Old Business:**

[REDACTED]

**Soccer Fields -** [REDACTED]

Cincinnati United to build 5 turf fields.  
[REDACTED]

**New Business: Elections**

**Executive Committee Elections** – All positions up for re-election, and all individuals have accepted to keep their position. In addition, Payal would like to continue on the CVB board, which is a CVB-appointed board member position and represents the Clermont County hotels.

- Chair: Payal Patel
- Vice Chair: Jim Collins
- Treasurer: Dan Solazzo
- Secretary: Chad Kelley

Motion to approve CVB election and Payal Patel on CVB board for new three year term: Nick Baker Second: Tressa Young

**Clermont Sports Dev Corp** - All positions up for re-election, and all individuals have accepted to keep their position.

- Chair: Nick Baker
- Vice Chair: Greg Holman
- Treasurer: Jim Collins
- Secretary: Chad Kelley

Jeff recommended we find an attorney to fill a second non-voting board member position, as board currently does not have that skillset. It would be beneficial to have an attorney to review some contracts with vendors and large events.

Motion to approve: Dan Solazzo Second: Lance Sizemore

**CVB Laptops:**

Laptops are about 6 years old and not holding power, as low battery notice continually pops up on all laptops. Will invest in 7 new laptops pending board approval. Email for approval will be sent if laptops are purchased prior to next meeting.

CVB will receive more ERC dollars (Employee Retention Credit) which can go towards this investment.

**Next Meeting:** Thursday, May 25, 2023 at 11am at TBD.

Motion to adjourn: Nick Baker Second: Tressa Young

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SECRETARY: Chad Kelley DATE: 6/26/23