

Clermont County CVB Board Meeting
Thursday, December 21, 2023
The Works Pizzeria, Loveland

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

Meeting started: 11:44am

Minutes: Reviewed November 30, 2023 minutes. Motion to accept: Steve Hood Second: Greg Holman All in favor, motion approved.

Treasurer's Report: Dan Solazzo

Clermont Sports Development Corp:

Balance Sheet, \$1,203.26 in the checking account. December will show a deposit from the CVB to the Clermont Sports account for 2024 NCAA rowing and budget.

P&L= Internet expense in the amount of \$94.99. There was a \$100 fee for Clermont Sports 990, as well as a \$20 fee for USRowing membership.

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

Clermont County CVB:

Balance Sheet, The balance in the checking account at Peoples Bank is at \$324,669.87.

P&L- P&L statement looked good. The expenses included \$6,000 for sponsorship of Film Cincinnati, where we receive productions filming scenes in Clermont County, as well as some hotel rooms for crew. Other expenses included Mark Bowen photography and video for marketing and \$2,000 for Rowing Mavins who did research on Stand-Up Paddleboard World Cup event.

Edward Jones & Charles Schwab both increased over the previous month.

Motion from December 15, 2023: Payal Patel made 4 motions that were approved by majority electronic vote. 1) 2024 budgets for both Clermont County CVB and 2) Clermont Sports were approved in an electronic votes on December 15, 2023. 3) The CVB voted electronically to transfer \$230k to a Peoples Bank 9-month CD with a 5.78% interest rate and a money market account with 4.75%, so the CVB can let savings earn more in interest. 4) The CVB board voted electronically to approve a \$250 holiday bonus gift card for each staff member.

Motion to approve CVB financials: Greg Holman Second: Steve Hood All in favor, motion approved.

President's Report: Jeff Blom

STR: Jeff did not have updated November hotel report from Smith Travel to share.

Clermont Sports Update: NCAA update – NCAA held first planning meeting on December 20th. LOC meeting will be planned for mid-January, so CVB can start to recruit volunteers and work with AJ Dominique to secure vendors for various services. Q1 repairs to boats include new trailer tires on 7 trailers and new vinyl seats on all 8 wakeless launches.

Sales and Events Update: Proposals out include the following:

[REDACTED]

[REDACTED]

Marketing & Communications:

Print Ads/Digital Marketing – Holiday ads, Light in the Forest sponsorship and advertising for Cincinnati Nature Center event, holiday events, local shopping and dining.

Discover Clermont Savings Pass – 50 discounts, emails, signage, billboard on SR 125

Sales Marketing – Targeted emails to Meetings Sports and Group Tours.

Social Media – Fall vacations, Bengals, Fall/Thanksgiving/Shop local Saturday and more.

Old Business:

East Fork State Park Lodge Study – Reviewed with CVB board on December 11th. Jeff Blom gave a presentation to Clermont Port Authority on December 19th. Next meeting is planned with CHM to discuss next steps, including infrastructure, meetings with ODNR/USACE, RFP process for developers for cabins.

Ice Hockey Complex – Jeff had another conversation with developers and will meet after holidays to continue discussion on project.

Sports Facility Study – Jeff will be talking to Crossroads after holidays to begin start of new study for Clermont County.

New Business:

Jeff Blom presented Key Data Report for 2020-2023 and gave update on how short-term rentals (STR's) are impacting the hotels in Clermont County. He is working on legislation initiatives with OACVB at the state level and has been communicating Key Data information to local officials.

Executive Session:

Motion to enter executive session to discuss personnel issue: Steve Hood Second: Tressa Young All in favor.

Motion approved.

[REDACTED]

[REDACTED]

Motion was made to exit Executive Session: Greg Holman Second; Jim Collins All in favor. Motion approved.

Next Meeting: Thursday, January 25 @ 11:00am at Clermont County CVB Office

Motion to adjourn: Nick Baker Second: Greg Holman All in favor. Motion passed.

Meeting ended: 12:59pm

Board Minutes Approved:

Secretary: Chad Kelley

Date: 1/25/24