

Clermont County CVB Board Meeting
Thursday, August 24, 2023
Cincinnati Nature Center

Attendance: Nick Baker, Jim Collins, Chad Kelley, Chelsie Hornsby, Dan Solazzo, Greg Holman, Steve Hood, Jeff Blom, Katie Messmer.

Meeting started: 11:39am

Minutes: Reviewed June 2023 minutes. Motion to accept: Steve Hood Second: Chad Kelley
All in favor, motion approved.

Treasurer's Report: Dan Solazzo

Clermont Sports Development Corp:

Balance Sheet, Cash went from \$1,292.41 to \$52,963.79. This is a net increase of \$51,671.38. Due to Due From line- amount \$73,199.69. This is an increase of \$66,415 from last month. This represents the amount we authorized to be moved from CVB in order to pay the CSD invoices from USRowing event.

P&L= \$30k received from US Rowing. Expenses associated with the event total amount for the month is \$31,858.33. The largest expense is associated with Equipment Rentals= \$30,102.28. Non-Event Expense: spent \$2,650.94 on the Equipment-Multi Use Event line. \$416.26 was spent for pop up tents. \$417.73 was spent at Walmart for life jackets and misc. boat and course supplies. Finally, \$1,400 was spent at Kingsway. This was for launch and recovery dock parts along with a dock tool. Rep & Maint. – Equip line, we see an expense of \$647.96. This was to purchase tires for 3 boat trailer and payment for a boat trailer battery. Other Income/Expense area, we see \$250. This represents the deductible we paid associated with the Jon Boats insurance claim.

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

Clermont County CVB:

Balance Sheet, cash in the Checking/Peoples Bank went from \$103,794.48 to \$158,203.70. This is an increase of \$54,409.22 and is the result of our net income for the month that you see on the Statement of Rev & Exp. The other increases are to two other Balance Sheet items that required the use of cash. The first Balance Sheet Item is Due To Due From in Other Current Assets. This shows the increase that we authorized to move to CSD and agrees to CSD's Balance Sheet. The other increase to point out is Website Creation in Fixed Assets. Last month, the amount was \$21,948.33 this month, we see \$40,195.00. 2. Moving to the Statement of Revenue and Expenses, we see Lodging Tax in the amount of \$123,504.53. This amount is the typical room nights we would expect from April along with the room nights from March that were not credited in May.

P&L- \$99,665.17 as Miscellaneous Income from Employee Retention Credit (ERC). Suggested that CVB look into putting \$ in account with better interest rates.

Marketing and Promotion expenses came in at \$7,132.10. \$3,075 for advertising expenses paid to Pioneer Publishing and Cincy Magazine. \$1,500 was paid to Blue Skies for video production. Technology for the month was \$6,224.48. \$2,490 was paid to J S Associates for computer maintenance. \$3,030 was the 3rd of 4 payments to CrowdRiff.

TD Ameritrade & Edward Jones: TD market values both increased slightly over the previous month.

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

President's Report: Jeff Blom

STR: June occupancy -8.1% and YTD is -3.3%, ADR +9.6% and YTD +10.6%, RevPar +.8% and TYD +6.9%, Demand -2.2% and YTD +4.4%.

Clermont Sports Update: NCAA Womens Rowing for May 30 – June 1, 2024, Now Clermont has 1,000 room nights. Jeff and Patrick will be attending a symposium for this event

Sales and Events Update: Working on proposal for [REDACTED]

Leads for softball, wrestling and bowling. Sports Facility Tour update: visited Warren, VOA and Spooky Nook. Warren Co CVB owns their facility which is funded by an additional hotel tax.

Jeff signing contract for Music Festival Consultant: Bill Donabedian with November Five. Bill will provide a feasibility study for music festivals for 2024. Already a 4-day bluegrass music festival at Clermont County Fairgrounds, but room for increase spectators. Also looking into other venues to host a new music festival.

Marketing & Communications:

New Website launched on August 8th. New site incorporates more images, easy click throughs, maps etc. It utilizes Crowdriff, Simpleview, Bandwango and ITI events. Continuing with emails/Ads for summer vacations, events etc. CVB sponsoring Clermont Farm Tour, Local Farm to Table Dinner Weekend – September 29 – October 1st. Targeted emails will soon go out on a monthly basis for Sports, Meetings and Group Tours.

Old Business:

East Fork State Park Lodge Study – ongoing.

CVB Laptops – Purchased 7 laptops.

New Business: Sports Facility Study – 3 estimates for Clermont County to determine inventory, conditions, what needs improvement, cost to improvements, things missing from our area etc. Look at sports trends. ROI on sports facility improvements and any potential new sports facilities. Cost for this study is between \$30-70,000. Jeff asked Dan, Chad and Nick to review the 3 estimates and provide board with their advice.

Next Meeting: Thursday, September 28, 2023 @ 11:00am at Clermont County CVB Office

Motion to adjourn: Nick Baker Second: Dan Solazzo All in favor. Motion passed.

Meeting ended: 1:07 pm

Board Minutes Approved:

Secretary: Chad Kelley

Date: 10/19/23