

Clermont County CVB Board Meeting
Thursday, June 22, 2023
Clermont County CVB

Attendance: Payal Patel, Jim Collins, Nick Baker, Tressa Young, Dan Solazzo, Lance Sizemore, Chad Kelley, Chelsie Hornsby, Jeff Blom, Katie Messmer

Meeting started: 11:32am

Minutes: Reviewed May 2023 minutes. Motion to accept: Chad Kelley Second: Nick Baker
All in favor, motion approved.

Treasurer's Report: Dan Solazzo

Clermont Sports Development Corp:

Balance Sheet, Cash went from \$28,458.11 down to \$24,997.63 net decrease of \$3,460.48. Due to cash spent on Jon Boats and the net loss showing on the Profit & Loss statement.

P&L= insurance in the amount of \$198.00, Internet Connectivity expense of \$283.44. We should see our new price of \$98 kick in next month. Boat House Security in the amount of \$113.94.

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

Clermont County CVB:

Balance Sheet, our cash in the Checking/Peoples Bank went from \$104,681.87 to \$52,135.73. Decrease of \$52,546.14. Fixed Assets- Vehicles and accumulated depreciation both decreased. This was due to the removal of the old SUV that was traded in and the removal of the accumulated depreciation associated with that SUV.

Statement of Revenue and Expenses- Lodging Tax was not credited to our account at the beginning of the month. Jeff contacted the auditor's office was \$44,166.48 and it was deposited last week. We also received our lodging tax for April room nights in the amount of \$79,338.05. So, I expect the lodging tax that will show in June to total \$123,504.53.

Marketing and Promotion came in at \$8,565.64. \$5,500.00 of this were sponsorships paid on behalf of Cincinnati Alliance Soccer, Spatola Wrestling and Frontier Days. \$2,199.89 were for ads placed with Google, Facebook and Champion Media.

Building Maintenance – Repairs came in at \$1,390. This was paid to D&J Home Improvement, grass cutting and landscaping.

Meetings And Travel came in at \$8,264.23. \$2,664.52 was hotel expense for the Simpleview Conference \$1,223.00 was paid to Delta for Airline tickets to attend SportsETA. The balance is mainly meals & travel associated with the conferences.

For our investments, TD market value ended May at \$50,457.62. EJ market value ended May at \$361,193.86. These were not significant changes from the previous month.

Motion to approve: Nick Baker Second: Payal Patel. All in favor, motion approved.

President's Report: Jeff Blom

STR: May occupancy -0.4% and YTD is -2.1%, ADR +10.6% and YTD +9.7%, RevPar +10.2% and TYD +7.3%, Demand +5.9% and YTD +4.6%. Demand remains strong.

Clermont Sports Update:

CJRC/USRowing – US Rowing Summer National Championships is July 13-16. NCAA working on contract for 2024 event.

Equipment Update - Jon Boat Motor, received reimbursement check, replaced Wifi Antenna, replaced 3 Samson PA speakers that were lost/stolen after CJRC Midwest regatta.

[REDACTED] Volunteers – we look good on volunteers for the 4 days of the event. Sending out sign-up for board members.

Sales and Events Update:

Meetings/Sports bookings, leads and proposals: NACB went great! 60 teams and 950 people at Coney for final dinner. Site visit [REDACTED] for 2024 tournaments. Patrick will attend TEAMS or SPORTS conference this fall.

Marketing Update:

New website is compatible with Simpleview, adding ITI Digital for calendar of events. Due to launch at end of month.

Ohio Co-Op/Video shoot for Hike, Bike Paddle. At Cincinnati Nature Center, Loveland Bike Trail, Ramsey's Trailside. Received video and images for marketing.

Emails/Ads – Summer vacations, weekend getaways, events, Hike-Bike-Paddle. Cleaning up Simpleview database so will have 3 new email listings for Meetings, Group Tours and Sports e-newsletter.

Old Business:

East Fork State Park Lodge Study- Deposit paid. Study to run from July – September. There will need to be 2 more studies after this one.

[REDACTED]

CVB Laptops – Have a few estimates, reviewing with IT to ensure compatibility.

New Business

Sports Complex Tour – Monday, July 31. Organizing tours of competing facilities in the area. Warren County, VOA, Spooky Nook etc. Working on a committee to tour complexes to gain better understanding of the resources, amenities and accommodations that we are competing with for sports.

Next Meeting: Thursday, July 20, 2023 @ 11:00am at TBD

Motion to adjourn: Nick Baker Second: Chad Kelley

Meeting ended: 1:03 pm

Approved: 