

Clermont County CVB Board Meeting
Thursday, September 28, 2023
Clermont County CVB Office

Attendance: Nick Baker, Chad Kelley, Dan Solazzo, Steve Hood, Jeff Blom, Katie Messmer. Remote: Chelsie Hornsby, Tressa Young

Meeting started: 11:33am

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

Treasurer's Report: Dan Solazzo

Clermont Sports Development Corp:

Balance Sheet, Cash went from \$52,963.79 down to \$2,545.08 This is a net decrease of \$50,418.71. This is a combination of the repayment of \$66,415 to CVB and the net income for the month.

P&L= Income section, we see the check we received from US Rowing in the amount of \$66,415. Expenses associated with the event for the month is \$49,691.61. This event brought in \$96,415 and cost \$115,076.59. The economic impact of the regatta was approximately \$2.5 million.

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 \$158,203.70 to \$237,477.38. This is an increase of \$79,273.68. This increase is a combination of our net income for the month as well as CSD repaying CVB the money fronted to pay US Rowing Expenses.

P&L- Memberships for the month came in at \$2,454. The largest part of this was paid to Key Data Dashboard, Inc. – a software platform to obtain the short term rental (Air B&B) data for occupancy, ADR, etc. Marketing and Promotion came in at \$19,103.74. – This includes a TV Show production of RV There Yet?, Great Lakes Publishing for advertising/marketing in Long Weekends Magazine and Ohio Magazine. Salaries and wages for the was for 3 payrolls. TD Ameritrade (Charles Schwab) & Edward Jones: TD market values both decreased slightly over the previous month.

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

President's Report: Jeff Blom

STR: Aug occupancy +0.2% and YTD is -2.9%, ADR +8.8% and YTD +10.3%, RevPar +.9% and TYD +7.1%, Demand -.8% and YTD +2.6%.

Clermont Sports Update: NCAA update – NCAA Contract/October 11th Site Visit. Boat trailer tires and seat upholstery – Fix this year or early next year.

Sales and Events Update: Continuing proposal for [REDACTED]
Patrick continuing to focus on sports sales. Jeff signed contract for Music Festival Consultant Bill Donabedian with November Five to review WOBO Bluegrass Bash and look at new music festival feasibility.

Marketing & Communications:

Print Ads/Digital Marketing – focusing on Bengals, Fall weekend getaways, events, partners. New website can also be updated with more fall photos etc. Clermont Farm Tour, Farm to Table Dinner Weekend will be at locals farms this weekend Sept. 29-Oct. 1. Sales Marketing - Targeted emails are being sent to Meetings, Sports and Group email lists. Social Media/Email–Bengals, UC Bearcats football, Loveland Oktoberfest, Art Affair, events and tourism partners.

Old Business:

East Fork State Park Lodge Study – ongoing.

[REDACTED]

CVB Laptops – Purchased 7 laptops and will soon being transitioning.

Sports Facility Study - determine inventory, conditions, what needs improvement, cost to improvements, things missing from our area.

New Business: CVB going to participate in Milford Chocolate walk on 10/7

Next Meeting: Thursday, October 19, 2023 at 11:00am at Holiday Inn Eastgate.

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

Meeting ended: 12:39

Board Minutes Approved:

Secretary: Chad Kelley

Date: 10/19/23