

Clermont County CVB Board Meeting
Thursday, July 20, 2023
Clermont County CVB

Attendance: Payal Patel, Nick Baker, Dan Solazzo, Greg Holman, Steve Hood, Lance Sizemore, Jeff Blom, Katie Messmer, Sarah Gleason

Meeting started: 11:35am

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

Marketing & Communications: Sarah Gleason

Sarah shared the new Discover Clermont website with the board. It will launch at the beginning of August; old site is from 2014. New site incorporates more images, easy click throughs, maps etc. It utilizes Crowdriff, Simpleview, Bandwango and ITI events. Showed new Hike, Bike, Paddle video and Trail Tails video. Continuing with emails/Ads for summer vacations, events etc.

Treasurer's Report: Dan Solazzo

Clermont Sports Development Corp:

Balance Sheet, Had a net decrease for the month. Fixed assets, jon boats decreased \$2,552.00 from \$14,252.80 to \$11,700.

P&L= Event expenses are the total expenses associated with the US Rowing event. The major expense is Equipment Rental in the amount of \$18,073.82. Internet Connectivity expense of \$283.44. We expected to see our new rate of \$98 kick in. Jeff has placed a call to our Cincy Bell Rep. to inquire. Motion to approve: Greg Holman Second: Steve Hood. All in favor, motion approved.

Clermont County CVB:

Balance Sheet, our cash in the Checking/Peoples Bank went from \$52,135.73 to \$103,794.48. This is a decrease of 51,658.75 and is the result of our net ordinary income for the month that you see on the Statement of Rev & Exp., less the amount spent on Website Creation. If you move down to Fixed Assets Website Creation, this amount went from \$10,948.33 to \$21,948.33. Our net ordinary income is so high this month because it contains 2 months of lodging tax.

Revenue and Expenses- 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.

Marketing and Promotion came in at \$22,225.42. \$12,000.00 of this were sponsorships paid on behalf of River Fest Inc. and North American Chinese Basketball. \$3,000 was a tourism assistance grant for the Clermont County Fair. \$3,525.00 was paid to Marcus Thomas LLC for Blue Skies HD Video. Meetings And Travel came in at \$4,823.36. A large part of this amount can be attributed to the SportsETA Symposim and Marketplace in Kansas City for sports appointments.

Motion to approve: Greg Holman Second: Nick Baker All in favor, motion approved.

Motion to transfer \$66,415 from CVB to Sports Development in order to pay USRowing regatta vendors was made by Dan Solazzo. Second: Greg Holman. All in favor. Motion approved. The US Rowing event management check, in the same amount, due to arrive in August, will be deposited in CVB account to reimburse the CVB.

President's Report: Jeff Blom

STR: June occupancy -0.3% and YTD is -2.3%, ADR +16.3% and YTD +11.1%, RevPar +12.8% and TYD +8.5%, Demand +3.1% and YTD +4.3%. Demand remains strong.

Clermont Sports Update: US Rowing Summer National Championships on July 13-16 went great. For the NCAA Womens Rowing 2024, hotel room blocks are being set up in Clermont County and Cincinnati.

Sales and Events Update: Dog Days of Summer in August, proposals for [REDACTED] and [REDACTED]. Had a site inspection with [REDACTED]

Old Business:

East Fork State Park Lodge Study – next phase in progress.
[REDACTED]

Sports Complex Tour – Monday, July 31. Organizing tours of sports facilities in the Cincinnati region with Warren County Sports Complex, Butler County VOA Park and Spooky Nook Indoor Sports Complex in Hamilton, OH in Butler County.

New Business: Sports Facility Study – for Clermont County to determine inventory, conditions, what needs improvement, cost to improvements, things missing from our area etc.
Eastgate Mall- Jeff had conversation to discuss opportunities for reimagining Eastgate Mall. Suggested a water feature (lake, large fountain) with unique restaurants with outdoor dining, shopping, condos/apartments and lawn area/pavilion for entertainment. A new conference center/multi-purpose building would be ideal. A truly uniquely themed complex that creates a gathering place for Clermont County would make it a destination.

Next Meeting: Thursday, August 24, 2023 @ 11:00am at TBD

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

Meeting ended: 1:10 pm

Board Secretary: Chris Kelley

Date: 9-13-23