

Clermont County CVB Board Meeting
Thursday, November 30, 2023
Clermont County CVB

Attendance: Payal Patel, Nick Baker, Chad Kelley, Dan Solazzo, Steve Hood, Jeff Blom, Tressa Young, Greg Holman, Lance Sizemore, Jim Collins, Katie Messmer

Meeting started: 11:43am

Minutes: Reviewed October 2023 minutes. Motion to accept: Tressa Young Second: Steve Hood
All in favor, motion approved.

Treasurer's Report: Dan Solazzo

Clermont Sports Development Corp:

Balance Sheet, \$1,908.92 down to \$1,454.49 This is a net decrease of \$454.43 which is directly related to our net loss for the month that appears in the P&L statement.

P&L= internet connectivity expense in the amount of \$94.99. This is our normal monthly internet fee moving forward. Next month we are expecting to see the amount of \$25.31. This will be net of the credits they owe us.

Motion to approve: Jim Collins Second: Steve Hood, all in favor, motion approved.

Clermont County CVB:

Balance Sheet, cash in the Checking/Peoples Bank went from \$284,271.64 to \$285,808.91. This is an increase of \$1,537.27. This increase is a result of our net ordinary income for the month.

P&L- We incurred a Consulting Expense in the amount of \$4,500. This was a payment to November 5 LLC for the Event Feasibility Study. Other Income section, we see \$500. This is income from the sale of U.S. Grant bicentennial coins to U.S. Grant Birthplace.

Edward Jones & Charles Schwab both decreased slightly over the previous month.

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

President's Report: Jeff Blom

STR: October occupancy -11.8% and YTD is -3.8%, ADR +6.2% and YTD +9.9%, RevPar -6.4% and TYD +5.7%, Demand -12.6% and YTD +.3%. One reason for the negative numbers may be that there were 5 weekends in the month last year.

Clermont Sports Update: NCAA update – NCAA will have a ticketing process for 2024. The contract is very simple. A.J. looked into SUP/Kayak future event for our potential outdoor rec festival, since there are none around this area.

Sales and Events Update: Continuing proposal for [REDACTED]

Marketing & Communications:

Print Ads/Digital Marketing – Weekend getaways, events, partners.

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 – recommend 3, 6-bedroom cabins.

New Business:

2026 America 250 for Ohio – Recruiting committee for this event needed.
2024 Budget Review

Next Meeting: Thursday, December 21 @ 11:00am at TBD

Motion to adjourn: Nick Baker Second: Tessa Young All in favor. Motion passed.

Meeting ended: 1:20

Board Minutes Approved:

Secretary: Chad Kulley

Date: 1/25/24