

**Clermont County CVB Board Meeting**  
**Thursday, May 18, 2023**  
**Bethel Historical Society and Museum**

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

**Meeting started:** 11:59am

**Minutes:** Reviewed April 2023 minutes. Motion to accept: Steve Hood. Second: Greg Holman  
All in favor, motion approved.

**Treasurer's Report:** Steve Hood

**Clermont Sports Development Corp:**

Review March 2023 - Balance in checking went from \$46,557.85 down to \$36,658.87, net decrease of \$9,898.98

Equipment: \$8,291.03 to purchase trailer for start dock, \$313.23 for lifetime trailer license plate.

Review of April 2023 – Balance went from \$36,658.87 down to \$28,458.11, net decrease of \$8,200.76  
Bethel Marine & Auto 4, \$568.54 for 2 batteries and spring tune ups. Had to purchase new motor for stolen one.

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

**Clermont County CVB:**

Review March 2023 – Balance in checking went from \$72,303.86 to \$90,158.84

Still need to remove old vehicle for next Balance sheet.

Marketing and promotions \$3,247.34. 2,500 on Manor House and Cincy Magazine ads. Meeting & Travel \$2,138.92 for meeting registrations, mileage reimbursements, CDME and board meeting lunch.

Review April 2023 – Balance from \$90,158.84 to \$104,681.87.

Marketing and promotions \$13,744.20 and included \$4,000 sponsorship for Southern Ohio Trails, \$1,576 for NKU golf tournament sponsorship at Elks Run golf course - City BBQ dinner, \$5,256 STR report annual fee. Lodging Tax collection was \$81,212.68.

Meeting & Travel expenses were \$3,876.54. Jeff, Patrick and Katie to SimpleView Summit for CRM database training, Jeff and Patrick to SportsETA for youth and amateur sports appointments.

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

**President's Report:** Jeff Blom

**STR:** ADR \$100.24 which is up 11%, Revenue per room up 13.1%, Demand over last year up 9.3%

**Clermont Sports Update:** NCAA events update, meeting with Cincinnati CVB. CJRC Midwest Invitational regatta is this weekend.

US Rowing Summer National Championships is July 13-16.

Equipment Update: Replace jon boat motor that was stolen from boathouse. Insurance theft claim was submitted. WIFI upgraded at East Fork to 100MG

Sales and Events Update: Simpleview Conference –attended by Patrick, Jeff and Katie. Will soon add extranet feature so partners can add content, respond to RFPs etc.

SportsETA – attended by Patrick and Jeff. Met with 30+ sports organizers. Site Visit planned for June 6/7 for baseball. Organizations showing interest in partnering/investing in local facilities.

Beast of the East -June 3- hoping to have more out of town participants.

Lead - [REDACTED]

NACB Tournament – May 26-29 at Elite Athletics. 50+ teams with over 950 in attendance. 1,200 room nights.

#### Marketing Update:

Website launch around June 1<sup>st</sup>. New website is compatible with Simpleview. Budgeted \$40,000 for new site and adding ITI Digital for calendar of events.

Emails/Ads – Summer vacations, weekend getaways, events (Reds, Park Openings etc), Hike, Bike Paddle.

Video Shoot – Hike, Bike, Paddle. May 22. At Cincinnati Nature Center, Loveland Bike Trail, Ramsey's Trailside.

Social Media: welcoming new tourism partners, restaurants etc.

#### Old Business:

CVB Laptops: CVB laptops need to be updated and replaced with new ones. The cost for 7 Dell laptops is approximately \$10,000. Looking into less expensive Lenovo as well. Approval to spend up to \$11,000 on laptops for employees - Motion to approve: Nick Baker Second: Payal Patel. All in favor, motion approved.

#### New Business

Sports Complex Tour – 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, June 22, 2023 @ 11:00am at Clermont County CVB Office

Motion to adjourn: Greg Holman Second: Payal Patel

Meeting ended: 1:20 pm

*Chad Kelley*

6/26/23