

Clermont County CVB Board Meeting
Thursday, January 25, 2024
Clermont County CVB

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

Meeting started: 11:38am

Minutes: Reviewed December 2023 minutes. Motion to accept: Greg Holman Second: Dan Solazzo
All in favor, motion approved.

Treasurer's Report: Dan Solazzo

Clermont Sports Development Corp:

Balance Sheet, \$1,203.26 up to \$27,242.68 This is a net increase of \$26,039.42 which is directly related to our net loss for the month that appears on the P&L statement and the fact that the CVB transferred \$30k to CSD. On the B/S, Accum. Deprec. went from \$50,325.41 to \$186,647.68. This is merely a yearend accounting entry that does not affect cash. P&L= internet connectivity expense in the amount of \$120.30. We should now go back to seeing \$94.99 each month. \$770.00 for insurance to Philadelphia Insurance for D&O insurance for the CVB Board members. Expense of \$2,645.28 for Rep. & Maint. of equipment. This was the amount due to winterize the boats.

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

Clermont County CVB:

Balance Sheet, cash went from \$565,732.25 down to \$470,687.79. This decrease is directly related to our net loss on the P&L and the fact we contributed \$30k to CSD. There was an increase in A/D from \$180,274.75 to \$244,156.38. Like the CSD, this is a year end accounting entry that does not affect cash.

P&L- Marketing & Promotion shows an expense of \$18,914.86 for video, magazine and billboard advertising; to Cinti Nature Center and Team Ohio Sports for sponsorships. Memberships came in at \$3,725 for OTA, Destination Marketing, Milford Miami Township, Clermont Sun subscripton, Sports Events and Tourism and American Canoe Assoc.

Statement of Revenue and Expense Budget vs. Actual: Total income was budgeted at \$726,600, actual income was \$786,998.02. Our total expenses were budgeted at \$726,600.00, actual expenses were \$694,535.06. This lead to Net Income for the year of \$92,462.96.

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

Motion to approve: Greg Holman Second: Tressa Young All in favor, motion approved.

President's Report: Jeff Blom

STR: December occupancy +1.2% and YTD is -3.7%, ADR +2.2% and YTD +9%, RevPar +3% and TYD +4.9%, Demand +0.5% and YTD -0.4%. Supply: 2021 +9.7%. 2022 +4.4%, 2023 +3.4%.

Annual Meeting: Thursday, February 8th at Cincinnati Distilling on 2nd floor. Melinda Huntley from OTA as speaker focusing on 2024 Travel forecast and importance of partnership.

Clermont Sports Update: Utilizing Crossroads Consulting, study will start in February. Look at state, county, township, city/village, public and private sports facilities. Will also include UC Clermont and High Schools.

Sales and Events Update:



Marketing & Communications:

Dropped off Holiday Cookies and mailed cards to clients. Filmed Holiday Shopping & Events video. Creating new Sports Planning Guide and new Meeting Planner Guide. This year the Visitors Guide will be updated instead of creating new material. Updating the Freedom Trail and Grant Brochure. Starting Spring print ads, emails and social media.

Old Business:

East Fork State Park Lodge Study – Jeff had conversation with ODNR and USACE at local level. Next step: Call with State Director and Regional USACE rep.

New Business:

Pushing 2/22 meeting to 2/29. Topic: Board engagement strategy and planning session. Location TBD.

Next Meeting: Thursday, February 29 from 8:30 – 2pm at TBD

Motion to adjourn: Greg Holman Second: Jim Collins All in favor. Motion passed.

Meeting ended: 12:57pm

Board Minutes Approved:

Secretary: Chad Kelley

Date: 2/29/24

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