

**Clermont County CVB Board Meeting**  
**Tuesday, March 26, 2024**  
**Clermont County CVB**

**Attendance:** Payal Patel, Jim Collins, Nick Baker, Steve Hood, Dan Solazzo, Jeff Blom, Tressa Young (virtual), Greg Holman, Chelsie Hornsby

**Meeting started:** 11:32am

**Introduction:** Jackie Cambell, Director of Sales & Client Experience.

**Minutes:** Reviewed February 2024 minutes. Motion to accept: Dan Solazzo Second: Nick Baker  
All in favor, motion approved.

**Treasurer's Report:** Dan Solazzo

**Clermont Sports Development Corp:**

Balance Sheet, Cash went from \$26,058.69 up to \$55,963.70. This is a net increase of \$29,905.01

P&L, Income section shows Sponsorship Income from Visit Cincy CVB for NCAA Women's Rowing National Championships.

Motion to approve: Greg Holman Second: Steve Hood, all in favor, motion approved.

**Clermont County CVB:**

Balance Sheet, total cash went from \$475,491.52 up to \$495,710.78. This is an increase of \$20,219.26.

P&L- CCCVB received lodging tax in the amount of \$61,988.28.

Revenue & Expenses - Marketing and Promotion shows expenses to McCabe Productions and Kenilworth Media. Salaries and Wages represent 2 payrolls in February dated 2/15 7 2/29. Telephone expenses were for 2 months and Utilities for 3 months. Charles Schwab and Edward Jones both went up.

Motion to approve: Nick Baker Second: Jim Collins. All in favor, motion approved.

**President's Report:** Jeff Blom

**STR:** January occupancy +6% and YTD is +2.4%, ADR+1.3% and YTD +.5%, RevPar +7.3% and TYD +2.9, Demand +5.1% and YTD +1.5%.

**Sports Study:** Crossroads Consulting site tour was on March 19 and 20. Staff, Board, Government officials involved in meetings. Visited Clermont Sports Facilities, as well as Butler County VOA Park and Warren County Sports Park. There will be many follow up calls to high schools, travel teams, government officials and facilities.

**CIRC/NCAA Update** – New upholstered seats on launches. Jon boats and launches are being serviced. The start dock is being put in on 3/30. Cincinnati Invitational on 4/13 and Midwest on 5/18 and 5/19. Still need Board Members as volunteers for NCAA, will send out link.

**Sales and Events Update:** Jackie Campbell has been training in Simpleview, and Playeasy. Going to Simpleview Conference 4/7-4/10. Gathering information on hotels, meeting venues and sports facilities.

**Marketing & Communications:**

Updating and reprinting Freedom Trail Guide. Updating visitors guide and Grant brochure in April. Beginning Summer promotions.

**Old Business:**

East Fork State Park Lodge Study – meeting with ODNr and USACE to discuss sites, costs, and interest from State.



**New Business:**

AUP Audit soon for 2022-2023 years for CVB.

**Board Elections:**

**Clermont County CVB**

Chair: Payel Patel

Vice Chair: Jim Collins

Treasurer: Dan Solazzo

Secretary: Tressa Young

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

**Clermont Sports:**

Chair: Nick Baker

Vice Chair: Greg Holman

Treasurer: Jim Collins

Secretary: Chad Kelley

Motion to approve: Greg Holman Second: Payel Patel, all in favor, motion approved.

Next Meeting: Thursday, May 2 at Health Source of Ohio, 424 Wards Corner, Suite 200.

Motion to adjourn: Greg Holman Second: Payel Patel All in favor. Motion passed.

**Meeting ended: 12:59pm**

**Board Minutes Approved:**

Secretary: Chad Kelley

Date: 5/7/24