

Clermont County CVB Board Meeting

May 22, 2025

Clermont County CVB

Attendance: Jeff Blom, Jim Collins, Lance Sizemore, Payal Patel, Greg Holman, Nick Baker, Tressa Young (Remote), Dan Solazzo (Remote), Katie Messmer

Meeting started: 11:38 am

Minutes: Motion to approve April 3, 2025 minutes: Lance Sizemore Second Jim Collins. All in favor, Motion approved

Treasurer's Report: Dan Solazzo

Clermont Sports Development Corp: (March)

Balance Sheet: On the Balance Sheet, Cash is \$40,382.02

Motion to approve March 2025 Clermont Sports Development Corp: Nick Baker, Second Lance Sizemore. All in favor, Motion approved

Clermont County CVB: (March)

Balance Sheet: Total cash is \$549,834.92.

Revenue and Expense: We received lodging tax in the amount of \$39,685.09 from room nights for January.

Edward Jones decreased slightly, and Schwab decreased slightly over the previous month.

Motion to approve March 2025 Clermont County CVB: Greg Holman Second Jim Collins. All in favor, Motion approved

Clermont Sports Development Corp: (April)

Balance Sheet: On the Balance Sheet, Cash is \$35,735.97. Expenses: Inland Marine Policy, March & April Internet and boat maintenance through Tarvin Marine.

Motion to approve April 2025 Clermont Sports Development Corp: Nick Baker, Second Lance Sizemore. All in favor, Motion approved

Clermont County CVB: (April)

Balance Sheet: Total cash is \$543,842.54

Revenue and Expense: We received lodging tax in the amount of \$47,279.22 from room nights for February. There has been an increase in Visitor Guide mailings, therefore postage was high this month.

Edward Jones decreased slightly, and Schwab decreased slightly over the previous month.

Motion to approve April 2025 Clermont County CVB: Jim Collins Second Lance Sizemore. All in favor, Motion approved

Sports Study Update: David Greusel from Convergence gave presentation via Zoom on additions to the Clermont County Sports Study.

[REDACTED]

President's Report: Jeff Blom

STR: March 2025 occupancy -9.8% and YTD is -5.0%, ADR+2.4 and YTD +.7%, RevPar -11.6% and YTD -4.3%, Supply +6.4% and YTD +6.4%, Demand -4.1 and YTD +1.1.

April 2025 occupancy -6.2% and YTD is -5.3%, ADR-5.0 and YTD +1.2%, RevPar -10.9% and YTD -6.5%, Supply +6.4% and YTD +6.4%, Demand -0.2% and YTD +0.7%.

America 250 Update:

Motion to allow Jeff Blom, President of the CCCVB to apply for the \$53,000 in funding and execute any other documents related to the CDBG grant: Greg Holman Second: Tressa Young. All in favor, Motion approved.

Clermont will have a Museum Passport for 2026. Each museum will have its own stamp and they will be available at museums and libraries. Heritage Tree – each county in Ohio will be given an Oak Tree to plant. Clermont will have it at Sycamore Park. Memorial plaques are going to be placed on graves of Revolutionary War Veterans. Libraries will have programming around America 250, Schools will incorporate it into their curriculum. 4th Grade History Pass is available to all 4th graders for free admission with paid adult. Gary Knepp, a local historian, will be writing articles for the CCCVB to post.

CSDC Update:

CJRC had regatta last weekend. They will be billed for engine repair on a jon boat.

Sales and Events Update:

Madison Hornsby is almost finished with her sales training sessions with Kevin Lawson. Secured repeat business bookings for 2026: [REDACTED]

Marketing & Communications:

Increased number of visitor guides being mailed. Digital & Print ads and Social Media/emails : Summer vacations, Mothers Day/Fathers Day weekend, Appalachian Festival.

Old Business:

East Fork Cabins– ODNR does not want to own or operate any cabins. Need to determine if Clermont County would be willing to pay for the infrastructure. Commissioners Meeting will be held on 6/11 where Jeff will be presenting this information.

New Business:

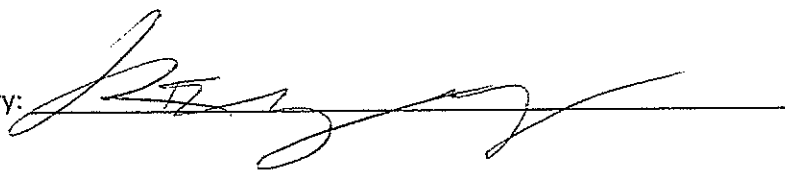
CVB is looking to fill a board position for an at-large member. This is a 3-year term. In addition, we have 2 non-voting positions available since Chelsie Hornsby is leaving the board. Jeff encouraged the board to fill one of these positions with an attorney.

Executive Meeting: will be remote on Wednesday, May 28th at 3pm. Payel will send invite to board members.

Motion to adjourn: Greg Holman, Second: Nick Baker

Meeting ended: 1:08pm

Board Minutes Approved:

Secretary: 

Date: June 26 2025