

Clermont County CVB Board Meeting
Thursday, June 20, 2024
The Landing Event Center, Loveland

Attendance: Payal Patel, Jim Collins, Nick Baker, Steve Hood, Dan Solazzo, Jeff Blom, Greg Holman, Chelsie Hornsby (remote), Chad Kelley

Meeting started: 11:34am

Introduction: Kathy Humphries gave a welcome and talked about The Landing's event space.

Minutes: Reviewed February 2024 minutes. Motion to accept: Chad Kelley Second: Steve Hood
All in favor, motion approved.

Treasurer's Report: Dan Solazzo

April Clermont Sports Development Corp:

Balance Sheet, Cash went from \$26,058.69 up to \$55,963.70. This is a net decrease of \$9,0163.3

P&L, Event Expense section shows a total expenses of \$1,400.56 associated with NCAA Women's Rowing Championship.

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

April Clermont County CVB:

Balance Sheet, total cash went from \$487,471.23 down to \$465,749.08. This is a decrease of \$21,722.1.

P&L- CCCVB received lodging tax in the amount of \$32,909.04. These represent room nights for February.

Revenue & Expenses - Marketing & Promotion shows expenses for Great Lake Publishing, Visit Clermont Monthly, sponsorships to Elks Run Golf, Clermont County Chapter of Ohio and the Horseman's Council. Charles Schwab and Edward Jones both went down slightly.

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

May Clermont Sports Development Corp:

Balance Sheet, Cash went from \$46,154.07 to \$58,818.92 This is a net increase of \$12,664.85.

P&L, Income from VIP Parking sales from NCAA Rowing. In the non Event expense section, payments to US Rowing Association for membership, and Tavin Marine for boat repairs.

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

May Clermont County CVB:

Balance Sheet, total cash went from \$465,749.08 down to \$455,237.05. This is a decrease of \$10,512.0

P&L- CCCVB received lodging tax in the amount of \$63,931.32. These represent room nights for March

Revenue & Expenses - Marketing & Promotion shows expenses for sponsorships to Loveland Film Festival, Riverdays Cardboard Boat Regatta, and an ad at the Clermont County Fair. Payments went to Crossroads Consulting Services for Sports Facility Study.

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: May occupancy -2.8% and YTD is -1.2%, ADR+4.1% and YTD +1.5%, RevPar +1.2% and TYD +2.7, Demand -2.7% and YTD -.7%. There has been a lot of activities recently at GoKart complex, Flash Baseball, Midland etc.

CSDC Update: NCAA Women's Rowing National Championships were held at East Fork from May 31- June 2. It was a successful event. It was the first ticketed event for the CVB. Had a great group of volunteers to help pull it off.

Johnboats will be winterized and repaired in July to get their off-season discount. 7 of the boats are in need of new pumps which will cost around \$400 each.

Jeff requested from the board to move \$100,000 from CVB account to Sports to cover the rest of the NCAA expenses. NCAA will then reimburse the CVB for expenses from the event. Motion to approve: Nick Baker Second: Greg Hollman. All in favor, motion approved.

Sales and Events Update: New sales manager position will be posted within the next week. There will be more interviews with other staff and board members prior to filling the position.

Marketing & Communications:

Digital marketing ads have great click through rates, targeting Pittsburg, Columbus, Cleveland. Reprinting Grant trail since it is no longer bicentennial. Meeting Planner Guide will be printed later in the fall/winter.

Social Media/emails focusing on Summer travel, Reds, FC Cincinnati, July 4th, tourism partners and special national days.

Old Business:

Sports Study -- Crossroads consulting will provide research and suggestions this fall.

East Fork State Park Lodge Study -- still with ODNR

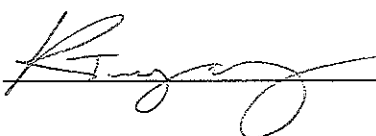
Ice Hockey Complex -- developers have gone silent.

Next Meeting: Thursday, August 25, 2024 at Clermont CVB.

Motion to adjourn: Nick Baker Second: Steve Hood All in favor. Motion passed.

Meeting ended: 12:53pm

Board Minutes Approved:

Secretary:  _____

Date: 8/13/2024 _____