

Clermont County CVB Board Meeting
November 21, 2024
Clermont County CVB

Attendance: Payal Patel, Jeff Blom, Greg Holman, Dan Solazzo, Chad Kelley, Tressa Young, Katie Messmer

Meeting started: 11:39 am

Minutes: Reviewed October 2024 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: On the Balance Sheet, Cash went from \$156,401.45 to \$46,196.52. This is a net decrease of \$110,204.93. This decrease is directly related to the net loss on the P&L of \$204.93 and repayment of amount due to CVB.

P&L: Expense – Internet paid for 2 months. Going to move to monthly auto payment.

Motion to approve: Chad Kelley Second: Tressa Young. All in favor, motion approved.

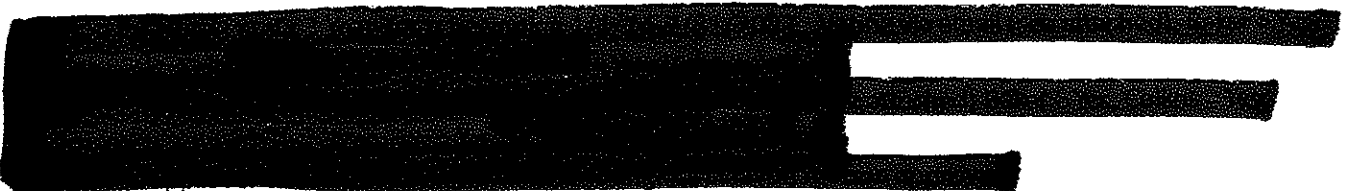
Clermont County CVB:

Balance Sheet: Total cash went from \$386,796.28 up to \$552,035.91. This is an increase of \$165,239.63. This is directly related to the net income for the month of \$55,239.63 and the repayment of \$110,000.00 wiped out the balance on the Due From Clermont Sports line and lowered Due From Clermont Sports Exp Reimb to \$35,246.71.

Revenue and Expense: The CVB received lodging tax in the amount of \$109,265.64. This amount represented room nights for August along with the unpaid amounts from July room nights that did not get into September income. Marketing & Promo expense of \$14,218.63 for ads, listings, sponsorships and printing. Professional fees for Brixey & Meyer and Paychex.

Edward Jones decreased slightly, and Charles Schwab decreased slightly over the previous month. Still discussing having both rolled into one account but need to have board member's review. Tressa able to get the Money Market value through 3/31/25.

Motion to approve: Greg Holman Second: Payal Patel. All in favor, motion approved.



President's Report: Jeff Blom

STR: October 2024 occupancy +6.3% and YTD is -.9%, ADR-1.4% and YTD -.8%, RevPar +4.9 and YTD -1.6%, Supply +6.4% and YTD +.4%, Demand +13.1% and YTD -.4%. Home2 by Hilton opened on 10/22. Inventory and room renovations complete at Fairfield, but now Holiday Inn Eastgate has rooms out of circulation due to

renovations. We had warmer weather and more leisure visitors for fall festivals and Halloween events. Corporate and Business travel saw slight uptick before Election and Holidays.

CSDC Update –

ACA Sprint Canoe & Kayak Championship – looks promising for return in late July/early August 2026.

Sales and Events Update:

Jeff has over 60 resumes, with an additional 20 from October.

Interviews will be first week in December.

Sports- booked Major League Fishing with 40 teams, April 25-26, 2026

Marketing & Communications:

Social Media – Tik Tok taking off, see marking sheet for specific details.

Website – continuing to update listings, SEO etc.

New 2025 Visitors Guide with Cincinnati Magazine - sales of ad space going well. Articles are almost finished, working on cover options and updating the listings.

Holiday Marketing Campaign – with events, both local and regional. Shopping, dining, savings pass and more.

Old Business:

Sports Study – Crossroad Consulting zoom went well. Many good suggestions were made for improvement, such as turfing more fields. CVB's next step is to determine priorities and funding. A meeting will be planned in late January/early February to present research to stakeholders.

East Fork Cabin Study – No updates

New Business:

Board Retreat will be rescheduled for January.

Next Meeting: Thursday, December 19, 2024 -TBD

Motion to adjourn: Tressa Young, Second: Greg Holman All in favor. Motion passed.

Meeting ended: 1:12pm

Board Minutes Approved:

Secretary: _____

Dec 19th 2024