

**Clermont County CVB Board Meeting**  
**November 20, 2025**  
**Clermont County CVB Office**

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

**Meeting started:** 12:00pm

**Minutes:** Motion to approve October, 2025 minutes: Lance Sizemore, Second Nick Baker. All in favor, Motion approved

**Treasurer's Report:** Dan Solazzo

**October -Clermont Sports Development Corp:**

Balance Sheet: Total Cash is \$32,513.82.

Expenses: East Fork State Park internet service.

Motion to approve October 2025 Clermont Sports Development Corp: Nick Baker, Second Greg Holman. All in favor, Motion approved

**October -Clermont County CVB:**

Balance Sheet: Total cash is \$557,421.43.

Revenue and Expense: We received lodging tax in the amount of \$83,552.47 from room nights for August.

Marketing & Promotions for Ads & Listings, Internet promotions and print/reproductions. Professional fees for Brixey & Meyer bookkeeping charges for August and September. Program Activities shows and expense of \$17,618.23. These are 9 expenses associated with America 250. In December, we will apply the deposits we have received in Program Activities-Contra to offset these expenses.

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

Motion to approve September 2025 Clermont County CVB: Lance Sizemore Second Tressa Young. All in favor, Motion approved

**President's Report:** Jeff Blom

**STR:** October 2025 occupancy was up 12.2% and YTD is up 0.5%, October ADR was up 2.2% and YTD down 1.9%, October RevPar up 14.6% and YTD down 1.4%, October Supply was flat at 0.0% and YTD was up 5.7%, Demand in October was up 12.2% and YTD 6.2%. October was the best month for 2025.

**America 250:** Milford Mural ribbon cutting today at 4pm at Five Points. Williamsburg's mural ribbon cutting will be on 12/5. Batavia and Loveland murals will be painted and have their dedications in the Spring. Museum passports have been a success, we will print new ones after the January 3<sup>rd</sup> Museum Day.

**CSDC Update:** 2026 ACA Sprint National Championships still planned for 7/28-8/1/26.

**Sales and Events:** Won bid for Go Nuts Biking August 8-9 at East Fork State Park. Attended TEAMS '25 in Columbus, meeting with 20+ sports rights holders. Leads: 3x3 Basketball at Elite, Powerboat Racing, Big 10 women's rowing championships 2028.

**Marketing & Communications:** Digital/Print ads for fall festivals, Halloween, football and outdoor rec. Social Media/Emails – order new visitors guide, fall vacations, outdoor rec, family attractions. Holiday Marketing – Shopping, Thanksgiving weekend, Christmas events/lights, New Years eve. Completed Steve Newman's opening and closing videos.

**Tourism Development:** Continuing discussions with FC Cincinnati and the City of Milford regarding space for more soccer fields.

**Old Business:** Open Board Seat - Kristi Masterson with the Cincinnati Nature Center.

**New Business:**

Motion to approve the 2026 CVB Budget of \$792,000. Greg Holman. Second Lance Sizemore. All in favor, Motion approved.

Motion to approve a capital budget expense of up to \$40,000 for two Steve Newman Audio Trailhead signs for East Fork State Park. Signs will be designed and constructed by Kingdom Productions. Nick Baker. Second Greg Holman. All in favor, Motion approved.

Motion to approve Kristi Masterson as new board member. Jim Collins. Second Nick Baker. All in favor, Motion approved.

**Next Meeting:** Wednesday, January 7<sup>th</sup> at 4pm. TBD

Motion to adjourn: Greg Holman, Second: Tressa Young

**Meeting ended:** 1:40pm

**Board Minutes Approved:**

Secretary: \_\_\_\_\_

Date: \_\_\_\_\_