

Clermont County CVB Board Meeting

September 19, 2024

Clermont County CVB

Attendance: Payal Patel, Nick Baker, Dan Solazzo, Jeff Blom, Tressa Young, Greg Holman, Jim Collins, Chelsea Hornsby

Meeting started: 11:42am

Minutes: Reviewed August 2024 minutes. Motion to accept: Greg Holman Second: Jim Collins
All in favor, motion approved.

Treasurer's Report: Jim Collins

Clermont Sports Development Corp:

Balance Sheet: On the Balance Sheet, Cash went from \$2,936.92 to \$2,826.98 This is a net decrease of \$109.94. This decrease is directly related to the net loss on the P&L

P&L: Only 1 expense that created our net loss for the month - Internet Connectivity in the amount of \$109.94.

Motion to approve: Greg Holman Second: Tressa Young. All in favor, motion approved.

Clermont County CVB:

Balance Sheet: Total cash went from \$337,849.48 up to \$400,274.19. This is an increase of \$62,424.7 and is directly related to our net income on the P&L.

Revenue and Expense: We received lodging tax in the amount of \$97,303.34. These represent room nights for June.

Expenses for Ads & Listings, sponsorships, Constant Contact, Go Daddy, Facebook etc. Meetings, Meals & Travel for hotels, car rental, meals, parking etc.

Edward Jones increased slightly, and Charles Schwab increased slightly over the previous month. Looking into combining accounts by removing CS, Tressa and Jeff will meet to discuss this prior to next month's meeting.

Motion to approve: Tressa Young Second: Nick Baker. All in favor, motion approved.

President's Report: Jeff Blom

STR: August occupancy -6.9% and YTD is -1.4%, ADR-5.4% and YTD -0.8%, RevPar -11.9and YTD -0.5%, Demand -6.9% and YTD +1.7%.

CSDC Update - [REDACTED]

[REDACTED] Wakeless launches have been winterized. Jon boats will be winterized in late October/early November.

Sales and Events Update: Sales Manager position interviews to begin in October. Jeff is attending TEAMS sports conference next week for sports leads [REDACTED]

Marketing & Communications: Cincinnati Magazine has been hired to produce the 2025 Visitors Guide. They will be selling ad space for guide as well as creating content, formatting and printing. The Clermont County Meeting & Event Guide is being created by Katie, which will be both print and digital. Social Media and email focus: Fall travel, Fall festivals, Clermont Farm Tour, FC Cincinnati, Bengals/Bearcats fall football, Outdoor rec, tourism partner and national days.

Food & Farm Tour: September 28-29 at 7 Clermont County farms.

Old Business:

America 250 –Jeff looking into grants to help assist with the murals. Ribbon cutting for Miami Township artwork for mural will be on 11/8.

Sports Study from Crossroads Consulting due in late October

East Fork Cabins – No new update.

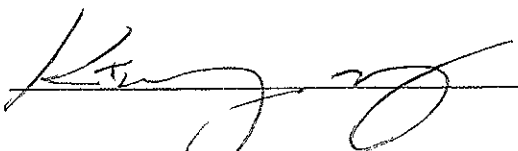
New Business: November 21st will be our board retreat from 8am-2pm.

Next Meeting: Thursday, October 24th at the Clermont County CVB office.

Motion to adjourn: Greg Holman, Second: Nick Baker All in favor. Motion passed.

Meeting ended: 1:05 pm

Board Minutes Approved:

Secretary: 

Date: Oct 24 2024