

Clermont County CVB Board Meeting
Thursday, May 2, 2024
Healthsource of Ohio Office

Attendance: Payal Patel, Nick Baker, Steve Hood, Dan Solazzo, Jeff Blom, Tressa Young, Greg Holman, Chelsie Hornsby, Lance Sizemore

Meeting started: 11:32am

Introduction: Chelsie Hornsby gave an overview of Healthsource of Ohio and all the services they provide to Clermont County and Southern Ohio residents.

Minutes: Reviewed March 2024 minutes. Motion to accept: Greg Homan Second: Steve Hood
All in favor, motion approved.

Treasurer's Report: Dan Solazzo

Clermont Sports Development Corp:

Balance Sheet, On the Balance Sheet, Cash went from \$55,963.70 to \$55,217.44. This is a net decrease of \$746.26 which is directly related to our net loss for the month that appears on the P&L statement.

P&L, there 4 items of interest. Event Expense section shows a \$40 of Permit expense. This is a permit to hold the NCAA Rowing Championships. In the non-event expense section, the monthly wi-fi internet fee in the amount of \$94.99. Additionally, there is an expense of \$360.00 to ODNR Div. of Parks & Watercraft for 10 boat registrations and \$242.82 paid to Brixey & Meyer for 1099 prep.

Clermont County CVB:

Balance Sheet, total cash went from \$495,710.78 down to \$487,471.23. This is a decrease of \$8,239.55 and is directly related to our net income on the P&L.

Revenue and Expense, the CVB received lodging tax in the amount of \$29,859.88. These represent room nights for January.

Expenses: Marketing & Promotion shows an expense of \$7,224.72. \$2,075.00 was paid to Great Lakes Publishing for the Ohio Travel Guide. \$2,294.45 was paid to PrintingForLess.com for the Freedom Trail Guide. \$1,268.19 was paid to Hootsuite for. This is a social media platform to program and track Facebook, Instagram, and TikTok posts and engagement. The balance of the expense was paid for misc. Ads & Listings Meetings, Meals & Travel came in at \$2,312.58. Much of this is associated with travel and fees for the OACVB Conference, MPI Conference and Simpleview training.

Salaries and Wages represent 2 payrolls in March dated 3/14/24 & 3/28/24. One thing to note in this area is the credit of \$551.85 on the Payroll/Benefits line. In Professional Fees, we see another credit amount of \$1,093.76. This balance as a credit amount due to \$5,000 received from Clermont County Economic Development. This was the County's share for the CHM study for East Fork State Park cabins. The large expenses in this account were paid to Brixey & Meyer. We paid \$1,258.75 for work done in November of 2023 and \$1,944.44 for January 2024 financial statements. 1099's and the BWC audit. The November bill was previously missed and should have been reflected on the January F/S. Technology Expense came in at \$1,756.59. \$1,281.00 was paid to Microsoft. This is the Office 365 annual license for CVB staff.

Motion to approve: Nick Baker Second: Steve Hood. All in favor, motion approved.

President's Report: Jeff Blom

STR: March occupancy +3.1% and YTD is +2.7%, ADR+0.6% and YTD +0.5%, RevPar +3.6% and YTD +3.3%, Demand +2.2% and YTD +1.8%.

CJRC/NCAA Update – First CJRC regatta went well. There is one launch that needs repaired with controls, as well as one pontoon leak. CJRC Midwest Youth Championships are on 5/18 and 5/19. Everything going well with NCAA. Need 48 ergs, so would like to get more from CJRC. Holman Motors is donating a camper to use for volunteer HQ and check in, as well as a box truck to pick up ergs. Board Members as volunteers for NCAA, will send out link. NCAA budget was updated and we were able to cut some costs on various line items as we have received estimates. Ticketing link will go live in next few days.

Sales and Events Update: Sports Planning Guide was printed (and digital version is available) and turned out great. LR Productions – Gymnastics was booked for 2025 at Elite Athletics and will bring in 700-900 athletes, as well as another 1,500 plus family members for event. Sarah and Jeff attended SportsETA Symposium and have over 60 appointments between Clermont County and Team Ohio Sports. Will follow up on leads with phone calls, emails and Zoom meetings to discuss sports facilities, dates and event requirements.

Nick Baker made a motion to move into Executive Session to discuss Human Resources. Greg Holman seconded the motion. All in favor. At 12:16pm, board entered Executive Session. At 12:32pm, Dan Solazzo made a motion to exit Executive Session. Lance Sizemore seconded the motion. All in favor. Motion carried to exit Executive Session.

Marketing & Communications:

RV There Yet? Watch Party is at Little Miami Brewery on Friday, May 3rd and board is invited to attend. A great collaboration with Visit Cincy CVB and MeetNKY CVB on the video production that highlights our region. Spring/Summer print ads include USA Today, Ohio Magazine, Long Weekends. Meeting Planner Guide development started but will pick up again after NCAA regatta is over with print/digital ETA in July. New visitor guide update is at the printer, so we will have a couple weeks before NCAA. New Ulysses S. Grant brochure will be created this summer with print date in August.

America 250 – Jeff and Judi Adams (co-chairs) will present historical public art mural trail at the Clermont County Commissioners meeting on Monday, May 13th at 10am. Nick Baker will attend and represent the CVB board. America 250- Clermont County is asking for \$75-100k from the county to match the \$115,000 raised to date. 7 communities have signed up for art murals highlighting the history of each over the past 250 years.

Clermont County Fair 175th Anniversary – The fair is the largest event in Clermont County with over 50,000 people attending each year. Jeff asked the board for \$12,000 for rodeo sponsorship and a NEW 175th Anniversary poster to be designed by Kate Albert, Milford artist, and at least 2,500 posted to be printed.

Motion to Approve: Dan Solazzo Second: Payal Patel. All in favor. Motion approved.

Loveland Film Festival – A new film festival is being launched in Loveland August 2-4, 2024. The committee has applied for a grant from the CVB for \$5,000 to support their approximately \$80,000 budget. They have estimated 35,000 people to attend the event with a large number from outside of Clermont County. Jeff asked the board to approve the grant.

Motion to approve: Payal Patel Second: Steve Hood. All in favor, motion approved.

Old Business:

East Fork State Park Lodge Study – May/early June meetings with ODNR in early and USACE to discuss sites, costs, and interest from State.

Ice Hockey Complex – No new update.

FC Cincinnati – No new update.

New Business:

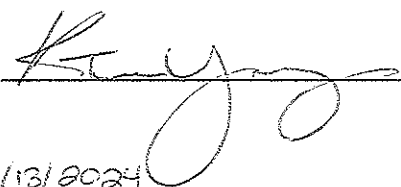
AUP Audit for 2022-2023 years for CVB. Audit is going well and almost finished.

Next Meeting: Thursday, June 20th at Heathfield Farm.

Motion to adjourn: Greg Holman Second: Lance Sizemore All in favor. Motion passed.

Meeting ended: 1:05pm

Board Minutes Approved:

Secretary:  _____

Date: 8/13/2024 _____