

Clermont County CVB Board Meeting
October 24, 2024
Clermont County CVB

Attendance: Payal Patel, Nick Baker, Jeff Blom, Greg Holman, Dan Solazzo, Steve Hood, Lance Sizemore, Chelsea Hornsby (via zoom), Katie Messmer

Meeting started: 11:38am

Minutes: Reviewed September 2024 minutes. Motion to accept: Greg Holman Second: Nick Baker
All in favor, motion approved.

Treasurer's Report: Dan Solazzo

Clermont Sports Development Corp:

Balance Sheet: On the Balance Sheet, Cash went from \$2,826.98 to \$156,401.45 This is a net increase of \$153,574.47 due to payment from NCAA.

P&L: Income of \$8,623.40 from Apparel Sales and \$156,693.59 from Event Income. Apparel Sales was used to lower the Due to Clermont County CVB line and deposited into the CVB bank account.

Motion to approve: Steve Hood Second: Lance Sizemore. All in favor, motion approved.

Clermont County CVB:

Balance Sheet: Total cash went from \$400,274.19 down to \$386,796.28. This is a decrease of \$13,477.9 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. This amount represented room nights for June.

Expenses for marketing included Google ads, Key Word Search, sponsorships for Film Cincinnati and Elite Athletics and Nothin But Net. Expenses for Consulting Services, Ohio Conference on Travel and TEAMS meeting registration.

Edward Jones increased slightly, and Charles Schwab increased slightly over the previous month. Still discussing having both rolled into one account but need to have board members review.

Motion to approve: Lance Sizemore Second: Greg Holman. All in favor, motion approved.

President's Report: Jeff Blom

STR: September occupancy -6.1% and YTD is -1.7%, ADR-4.3% and YTD -0.6%, RevPar -10.1 and YTD -2.3%, Demand -6.1% and YTD -2.0%. Factors contributing to this include inflation, the hurricane/rain weekend, travel is down in the Midwest overall and the Reds poor finish to season.

CSDC Update – The NCAA rowing championships selected Sarasota for 2027/28. Since USRowing broke their 2025 contract, we are looking to obtain a buy out in addition to possibly hosting a sprint beach race in 2026. ACA (American Canoe Association) will be hosted here in July/August 2026. Scholastic Rowing looking into Memorial Day weekend for an event, but not sure if East Fork willing to be closed for part of the holiday weekend.

Sales and Events Update: Sales manager in person second interviews next week. Sarah and Katie, as well as some board members will be in attendance.

Marketing & Communications:

America 250 – Clermont County: Miami Township Mural/Funding. 11/8 ribbon cutting at Miami Township Civic Center at 1pm to reveal Kate Albert’s mural.

OTA (Ohio Travel Association) in Toledo attended by Jeff, Sarah and Katie. Sarah won the Emerging Leader award. Won Citation of Excellence for Targeted Marketing with “RV There Yet”?

2025 Visitors Guide – created by Cincinnati Magazine. Print/Distribution in February.

Meeting Planner Guide – Currently gathering information to be printed by the end of the year.

Social Media/Email - Fall travel, FC Cincinnati, Bengals/Bearcats football, Outdoor rec, tourism partners and special national days. Focused marketing in Pittsburgh and Cleveland.

Old Business:

Sports Study – Crossroad Consulting will do a zoom call on 11/18 at noon to review the study.

East Fork Cabin Study – CHM/ODNR update. ODNR not interested in building it, checking to see if private builder would be interested with possible leasing of land.

Ice Hockey Complex – Jeff spoke with Steve, he has taken some time off from the project but is ready to look into land and action items again.

401K Plans – providing this for full time staff. Jeff met with Peoples Bank. Setting up Vanguard and Fidelity meetings.

New Business:

Working on 2025 Budget

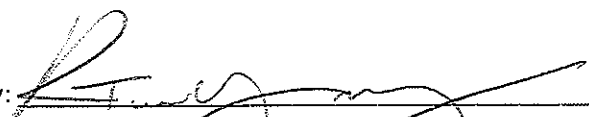
November 21st will be our board retreat from 8am-2pm in Loveland at The 1859.

Next Meeting: Thursday, November 21st during our Board Retreat

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

Meeting ended: 1:04 pm

Board Minutes Approved:

Secretary:  _____

Date: 11/21/2024 _____