

Clermont County CVB Board Meeting

February 27, 2025

Clermont County CVB

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

Meeting started: 11:43 am

Minutes: Motion to approve December 2024 Clermont Sports Development Corp. minutes: Greg Holman, Second: Dan Solazzo. All in favor, Motion approved

Motion to approve December 2024 Clermont County CVB minutes: Nick Baker, Second: Tressa Young. All in favor, Motion approved

Motion to approve January 2025 Clermont Sports Development Corp. minutes: Tressa Young, Second Lance Sizemore. All in favor, Motion approved

Motion to approve January 2025 Clermont County CVB minutes: Nick Baker Second Greg Holman. All in favor, Motion approved

Treasurer's Report: Dan Solazzo

Clermont Sports Development Corp:

Balance Sheet: On the Balance Sheet, Cash is \$43,619.27

Motion to approve: Nick Baker, Second Lance Sizemore. All in favor, Motion approved

Clermont County CVB: Clermont County CVB:

Balance Sheet: Deposits in the Other Current Liability section increased \$5,952. This is a payment from Duke Energy on their commitment of \$10,000 for America 250. Also, Prepaid Meeting Registration in the Other Asset area, is a payment of \$3,166 since August 2020 from an event postponed due to Covid. Removing this from Balance and credit Meetings, Meals and Travel.

Revenue and Expense: Received lodging tax from November in the amount of \$68,213.66. Expenses for marketing and promotions, January Board Strategic Planning Meeting, December Board holiday lunch meeting, and MPI Ohio conference. Edward Jones increased slightly, and Schwab increased slightly over the previous month.

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

President's Report: Jeff Blom

STR: January 2025 occupancy -2.8% and YTD is -2.8%, ADR+3.3% and YTD +3.3%, RevPar +0.4% and YTD +0.4%, Supply +6.4% and YTD +6.4%, Demand +3.4% and YTD +3.4%.

CSDC Update:

Jeff is working on rental agreement for CJRC. Lance at East Fork is scheduling an estimate for a concrete pad for food trucks at East Fork.

Spring preparations for boats will be done on site at East Fork. Start dock installation on 3/29/25.

Sales and Events Update:

Madison Hornsby will have weekly sales training with Kevin Lawson through May. She will spend a day job shadowing with Warren County and Dublin CVB sales representatives. Attended Ohio MPI and received leads for meeting planners. Sports ETA portal recently opened, and Jeff and Madison will set up appointments for April conference.

Marketing & Communications:

New 2025 Visitor Guides being placed in hotels, businesses etc. Also being bagged with Indy Magazine. New Meeting & Event Planning Guide printed and taken to MPI. Digital ads in Columbus market. Print ads in Taste & Tour Magazine. Focus: Spring Break, then Summer Vacation planning with family attractions and outdoor recreation. Emails and Social Media: Winter tourism partners, Valentines Day, Spring Break, featured hotels and special national days.

Old Business:

Sports Study – Next steps: Bring in David from Crossroads for potential re-design of Clepper Park (Union Township currently working on plan to update park) and Finley Ray Park. [REDACTED]

[REDACTED]

Jeff had a meeting with Finley Ray and they are interested in partnering with CVB on enhancing park to be more tournament friendly. CVB board discussed that Finley Ray must have some resources to fund their part of the improvements. Jeff will meet with City of Milford, Clermont County Commissioners and Clermont Parks to discuss their involvement.

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

New Business:

CVB will have April hotel round table so Madison can meet more hoteliers and CVB can go over sales and marketing plans.

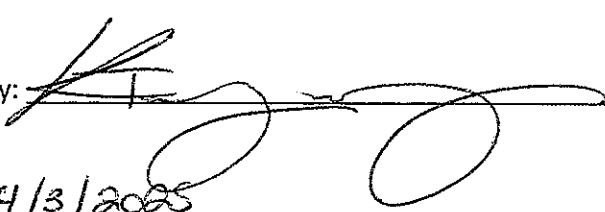
CVB needs a committee for Audit/Finance for 401K and other financial interests.

Looking to fill a board position for at large member. This is a 3-year term.

Motion to adjourn: Greg Holman, Second: Nick Baker

Meeting ended: 12:51pm

Board Minutes Approved:

Secretary: 

Date: 4/3/2025