

**Clermont County CVB Board Meeting
January 30, 2025
Clermont County CVB**

Attendance: Jeff Blom, Payal Patel, Jim Collins, Nick Baker, Greg Holman, Katie Messmer, Sarah Gleason, Madison Hornsby, David Mustine

Meeting started: 11:39 am

Minutes: no quorum, will make motion for approval at next Board Meeting.

Treasurer's Report: Jim Collins

Clermont Sports Development Corp:

Balance Sheet: On the Balance Sheet, Cash is \$43,714.26

P&L: Expense – Monthly Internet expense, boat winterization, fees for US Rowing Association.

Motion to approve: no quorum, will make motion for approval at next Board Meeting.

Clermont County CVB: Clermont County CVB:

Balance Sheet: Total cash is \$557,600.61

Revenue and Expense: CVB received lodging tax in the amount of \$52,016.49. Marketing & Promotions expenses from ads and listings digital and print, promotional items for holidays. A lot of payments in December for annual and semi-annual invoices.

America 250: no payments from our community partners in December for the America 250 Murals.

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

Motion to approve: no quorum, will make motion for approval at next Board Meeting.

President's Report: Jeff Blom

STR: December 2024 occupancy -.8% and YTD is -.5%, ADR+2.5% and YTD -.7%, RevPar -3.3% and YTD -1.2%, Supply +6.4% and YTD +1.4%, Demand +5.5% and YTD +.9%. Hotels rate (ADR) have gone down a bit to attract more people and stay competitive.

CSDC Update:

[REDACTED]
Getting estimates for a PA system at East Fork. Working with Lance at East Fork to have a concrete pad for food trucks at East Fork.

Sales and Events Update:

Madison Hornsby moved roles on 1/13 and began working as the CVB Sales Manager. Madison has been meeting with hoteliers, sports venues and meeting venues. She is focused on learning the Simpleview and Playeasy platforms through videos, tutorials and meetings. Madison and Jeff will attend Ohio MPI Feb 24-25, Madison and Katie will attend Simpleview Conference April 6-9, and Madison and Jeff will attend Sports ETA April 14-18.

Marketing & Communications:

Visitor Guide went to print on Monday. 20,000 will be printed with some going to Pittsburgh, Columbus and Indy markets. Digital marketing efforts on Cleveland.com to promote Cleveland vs Cincinnati game. Promoted Clermont Holiday Adventure Guide. Sarah will create an Annual Report for 2024.

Old Business:

East Fork – No updates

[REDACTED]

Sports Study – Crossroad Consulting meeting happened yesterday, January 29th at UC Clermont. Next step is to have a zoom call with commissioners and form a sports committee.

New Business:

Form board committees at the February Board meeting. CVB needs a committee for Audit/Finance for 401K and other financial interests.

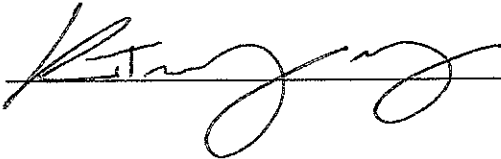
Looking to fill a board position (Chad Kelley will be leaving) for at large member. This is a 3-year term.

Since the Tennis Tournament in Warren County has expanded, check to see if Clermont can host some related events.

Meeting ended: 12:32pm

Board Minutes Approved:

Secretary: _____



Date: Feb. 27 2025