

Clermont County CVB Board Meeting
January 7, 2026 (12-2025 Meeting)
Eddie Merlot's Restaurant

Attendance: Jeff Blom, Payal Patel, Greg Holman, Nick Baker, Dan Solazzo, Tressa Young, Kristi Masterson, Katie Messmer, Sarah Gleason, Madison Hornsby

Meeting started: 4:15pm

Minutes: Motion to approve November 2025 minutes: Greg Holman, Second Nick Baker. All in favor, Motion approved

Treasurer's Report: Dan Solazzo

November -Clermont Sports Development Corp:

Balance Sheet: Total Cash is \$27,746.50.

Expenses: East Fork State Park internet service, insurance and \$3,901.01 for boat maintenance and winterization.

Motion to approve November 2025 Clermont Sports Development Corp: Nick Baker, Second Greg Holman. All in favor, Motion approved

November -Clermont County CVB:

Balance Sheet: Total cash is \$537,774.92.

Revenue and Expense: We received lodging tax in the amount of \$43,492.63 from room nights for September.

Marketing & Promotions for ads & listings and local sponsorships. The CVB had two payrolls for November. Program Activities show expenses of \$18,085.00. These are expenses associated with America 250. In December, we will apply the deposits we have received in Program Activities-Contra to offset these expenses.

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

Motion to approve November 2025 Clermont County CVB: Tressa Young Second: Nick Baker. All in favor, Motion approved

President's Report: Jeff Blom

STR: November 2025 occupancy was up 3.4% and YTD is up 1.2%, November ADR was up 4.7% and YTD down 1.4%, November RevPar up 8.3% and YTD down 0.3%, November Supply was up 0.3% and YTD was up 4.7%, Demand in November was up 3.7% and YTD 6.0%. Our hotels are having a solid Q4 2025.

America 250: Williamsburg's mural ribbon cutting was 12/5 with great attendance. Batavia and Loveland murals will be painted and have their dedications in the Spring. Museum passports - we will print new ones in February.

CSDC Update: No update.

Sales and Events: Please see Marketing & Sales Report.

Marketing & Communications: Please see Marketing & Sales Report for monthly metrics. Most marketing initiatives centered around promoting holiday shopping, dining and events. Visitor guide is being proofed and will be printed in early February.

Tourism Development: Continuing discussions with FC Cincinnati and the City of Milford regarding space for more soccer fields.

Old Business: None

New Business:

Motion to approve a new three-year term effective 2/1/2026 for Lance Sizemore: Greg Holman Second Dan Solazzo.
All in favor, Motion approved.

Next Meeting: Thursday, January 29th at 11am at Holiday Inn & Suites Eastgate.

Motion to adjourn: Greg Holman, Second: Kristi Masterson

Meeting ended: 5:18pm

Board Minutes Approved:

Secretary: _____

Date: _____