

## Clermont County CVB Board Meeting

January 29, 2026

Holiday Inn & Suites Eastgate

**Attendance:** Jeff Blom, Jim Collins (virtual), Payal Patel (virtual), Greg Holman, Nick Baker, Dan Solazzo, Tressa Young, Kristi Masterson.

**Meeting started:** 12:00pm

**Minutes:** 1-7-26 board minutes not complete due to marketing coordinator out of office. Minutes will be presented at February board meeting.

**Treasurer's Report:** Dan Solazzo

**December -Clermont Sports Development Corp:**

Balance Sheet: Total Cash is \$26,517.19.

Expenses: Internet service at \$96.31 and \$1,333 paid to Brixey & Meyer for 2024 990 tax return.

Motion to approve December 2025 Clermont Sports Development Corp: Tressa Young, Second: Nick Baker. All in favor, Motion approved

**December -Clermont County CVB:**

Balance Sheet: Total cash is \$525,050.16. On balance sheet, there is a new fixed asset for Trailhead Sign-Steve Newman in the amount of \$19,794.12.

Revenue and Expense: We received lodging tax in the amount of \$107,987.25 from room nights for October.

Marketing & Promotions for Ads & Listings. Annual memberships to associations and organizations for \$3,850.

Professional fees for Brixey & Meyer bookkeeping charges for November bookkeeping and 2024 990 for CVB.

Program Activities show \$7,782.52 expenses for America 250. These are 2 expenses associated with America 250.

Technology expenses were for Crowdriff technology, Destinations Intl. and Vibemap.

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

Motion to approve December 2025 Clermont County CVB: Nick Baker. Second: Kristi Masterson. All in favor, Motion approved

**Executive Session:** Tressa Young made a motion to go into Executive Session to discuss human resources goals.

Second: Greg Holman. All in favor. Motion approved. Executive session started at 12:04pm. At 12:56pm, Greg

Holman made a motion to leave executive session. Second: Nick Baker. All in favor. Motion carried.

**President's Report:** Jeff Blom

**STR:** December 2025 occupancy was up 3.4% and YTD is up 1.2%, December ADR was up 4.7% and YTD down 1.4%,

December RevPar up 8.3% and YTD down 0.3%, December Supply was pretty flat at 0.3% and YTD was up 4.7%,

Demand in October was up 3.7% and YTD 6.0%. Q4 was very strong and great way to finish 2025.

**America 250:** CVB received mural contribution from Village of Batavia. Loveland put down a \$2,500 deposit for their artist. Batavia and Loveland murals will be painted and have their dedications in the Spring. Jeff is getting an estimate for a potential mural at the fairgrounds of Kate Albert's Clermont County Fair artwork for their 175<sup>th</sup> anniversary last year.

**CSDC Update:** Jeff has been working with USRowing on a buyout amount for their cancellation of 2025 event.

Tentative budget has been agreed upon for the 2026 ACA Sprint National Championships. Jeff is obtaining an estimate for a permanent beach area PA System at East Fork SP.

**Sales and Events:** Please see sales report for new leads and groups/events booked.

**Marketing & Communications:** Please see marketing report for summary of marketing activities and print/digital ad placements, as well as social media.

**Tourism Development:** Next meeting in February with FC Cincinnati and the City of Milford regarding space for more soccer fields.

**Old Business:** HB 161 may get combined with another bill for STR's.

**New Business:**  
Open Board Seat – discussed candidates for open seat.

**Next Meeting:** Thursday, February 26, 2026 at TBD.

Motion to adjourn: Greg Holman, Second: Nick Baker

**Meeting ended:** 1:12pm

**Board Minutes Approved:**

Secretary: \_\_\_\_\_

Date: \_\_\_\_\_