

Clermont County CVB Board Meeting

June 4, 2026

CVB Office

Attendance: Jim Collins (virtual), Lance Sizemore (virtual), Payal Patel, Greg Holman, Tressa Young, Kristi Masterson.

Meeting started: 1130am

Minutes: 04-30-2026 board minutes were approved. Motion was made by Tressa Young, second was made by Greg Holman. All in favor. Motion was approved.

Treasurer's Report: Payal Patel

April -Clermont Sports Development Corp:

Balance Sheet: Total Cash is \$18,945.01.

Expenses: Tent Rental for ACA \$2,414.82 which is half the rental agreement. Chubb insurance for the year at an amount of \$3,494.00.

Motion to approve April 2026 Clermont Sports Development Corp: Kristi Masterson, Second: Tressa Young. All in favor, Motion approved

April -Clermont County CVB:

Balance Sheet: Total cash is \$576,250. In the Other Current liabilities, we received a deposit from the Village of Batavia for the America 250 Mural totaling \$10,000. This has been refunded to the Village as our association with the project will not be moving forward.

Revenue and Expense: We received lodging tax in the amount of \$43,868.95 from room nights for February.

Marketing & Promotions: Ads & Listings totaled \$5,540.00 and Local Sponsorship/Promotions totaled \$2788.43.

Professional fees: Brixey & Meyer bookkeeping charges for March along with the AUP engagement fees totaled \$2,315.13. Ohio Auditor of State fee totaled \$1218. Legal consulting fees totaled \$1750.

Technology: Migration fee from Simple view to HubSpot totaled \$1500.

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

Motion to approve April 2026 Clermont County CVB: Greg Holman. Second: Tressa Young. All in favor, Motion approved

Chair Report: Payal Patel

STR: March and April 2026 occupancy was up around 11.2% respectively per month and YTD is up 10.4%, March and April ADR was up 3.5% and 6.6% and YTD up 2.3% and 3.6, March and April RevPar up 15.1% and 17.0% and YTD up 13.2% and 14.4%, March and April Supply was flat at 0.3% and YTD was also flat at 0.3%, Demand in March and April was up at 11.5% and 10.1% and YTD 11.0% and 10.7%. We had a strong March and April.

America 250: CVB refunded mural contribution from Village of Batavia. Loveland's mural was completed and now our final contribution will be set out next month. With these two Mural projects finishing, we are officially done with the contribution from the CVB in our America 250 Mural project.

CSDC Update: We are working to push forward with ACA, the event we are hosting at the end of July at East Fork Lake.

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: Nothing new to report at this time.

Old Business: Audit is still proceeding. We have submitted all the necessary documents requested by the state.

New Business:

Executive Session – Motion made to enter executive session by Greg Holman. Second made by Kristi Masterson. All in Favor. Motion approved. Time entered: 1215pm. Motion made to exit executive session by Tressa Young. Second made by Krisit Masterson. All in Favor. Motion approved. Time exited: 115pm.

Motion was made by Greg Holman to promote Sarah Gleason as Interim President. Second was made by Tressa Young. All in favor. Motion approved.

Next Meeting: Thursday, June 25, 2026 at 1200pm – Virtual.

Motion to adjourn: Greg Holman, Second: Tressa Young

Meeting ended: 1:20pm

Board Minutes Approved:

Secretary: _____

Date: _____