

Clermont County CVB Board Meeting

December 19, 2024

Clermont County CVB

Attendance: Jeff Blom, Payal Patel, Jim Collins, Dan Solazzo, Chad Kelley, Lance Sizemore, Nick Baker, Steve Hood, Tressa Young, Katie Messmer

Meeting started: 11:27 am

Minutes: Reviewed November 2024 minutes. Within the minutes was the approval of Payal Patel's term and the approval of gift cards via email. Motion to accept: Dan Solazzo Second: Steve Hood
All in favor, motion approved.

Treasurer's Report: Dan Solazzo

Clermont Sports Development Corp:

Balance Sheet: On the Balance Sheet, Cash is at \$45,316.58. Proposed 2025 capital projects include a new beach-wide area PA system and a concrete pad for food trucks.

P&L: Expense – Monthly Internet expense, payment to Philadelphia Insurance.

Motion to approve: Chad Kelley Second Steve Hood. All in favor, motion approved.

Clermont County CVB:

Balance Sheet: Total cash is \$588,078.04.

Revenue and Expense: CVB received lodging tax in the amount of \$67,707.94. Marketing & Promotions shows an expense of \$8,122.23 from ads and listings, internet promotions, sponsorships and printing. Memberships paid for 2025 include Sports Events & Tourism Association, OSAP, Cincy Hospitality Professionals., Appalachian OH Travel Assoc. and Ohio Has It. Other large expenses include Crossroads Consulting Services for the sports facilities study.

America 250: Currently deposits and expenses are listed in Miscellaneous Income and Program Activities. These will be renamed America 250. Previously, the Board approved the CVB to spend \$25k on America 250 programs with the balance due for this event will be paid by other stakeholders in the community. As the contributions come in, we will book them as deposits. We will then make journal entries to offset some of the expenses that will be paid in 2025 on the Program Expense line.

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

Motion to approve: Chad Kelley Second: Steve Hood. All in favor, motion approved.

President's Report: Jeff Blom

STR: November 2024 occupancy +6.2% and YTD is -.4%, ADR+3.4% and YTD -.6%, RevPar +9.9 and YTD -.9%, Supply +6.4% and YTD +1.0%, Demand +13.% and YTD +.6%. Home 2's opening at end of October has helped with Supply.

CSDC Update:

CJRC is going to start paying a rental fee to use regatta boats and equipment for April and May regattas. The fees will be put towards maintenance of equipment. Pedro with Queen City Rowing Club is planning to host a sculling regatta after the CJRC event. If that regatta happens, we will get some additional rooms nights.

Sales and Events Update:

The CVB has promoted Madison Hornsby, our current intern, for the Sales position. She will be part-time until she graduates UC next December. We will now look for an intern to replace her.

Marketing & Communications:

We will print 20,000 new 2025 Visitors Guide with Cincinnati Magazine.

Digital ads focusing on Holiday Lights, Discover Clermont Savings Pass. Social Media/emails focusing on holiday shopping and travel, light shows, Bengals/Bearcats football, outdoor rec, tourism partners and national days.

Old Business:

Sports Study – Crossroad Consulting meeting will occur on January 29th to present research to stakeholders and on January 30th at our Board Retreat at the 1859.

[REDACTED]

2025 Budget:

Clermont Sports Development Corp budget is set.

Clermont County CVB: Noteworthy items: Visitor Spending Study, increasing Meeting and Travel expenses for training of Sales, increasing technology expenses to accommodate expenditures.

Suggestions from Board – Drop interest revenue down, which will also adjust the Total Income. Also, rename Miscellaneous Income and Program Activities to America 250. Dan will work with Jeff on final details.

Motion to accept overall budget contingent on the modifications suggested by the board: Jim Collins, Second Steve Hood. All in favor. Motion approved.

Motion to Break for Executive Session at 12:49pm to discuss employee review made by Payal Patel, Second Tressa Young. All in favor, motion approved.

Motion to Close Executive Session at 1:30pm made by Jim Collins, Second Lance Sizemore. All in favor, motion approved.

New Business:

Board Retreat and Meeting will be on January 30th at The 1859 in Loveland.

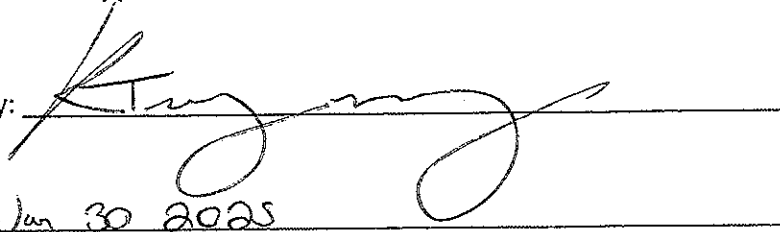
Motion to adjourn: Jim Collins, Second: Steve Hood. All in favor. Motion approved.

Meeting ended: 1:32pm

Board Minutes Approved:

Secretary: _____

Date: _____



Jan 30 2025