Clermont County CVB Board Meeting

September 18, 2025 Clermont CVB Office

Attendance: Jeff Blom, Lance Sizemore, Payal Patel, Greg Holman, Nick Baker, Dan Solazzo, Tressa Young ,Katie Messmer

Meeting started: 11:43 am

Minutes: Motion to approve August 28, 2025 minutes: Greg Holman, Second Lance Sizemore. All in favor, Motion

approved

Treasurer's Report: Dan Solazzo

August -Clermont Sports Development Corp:

Balance Sheet: Total Cash is \$33,184.81. Expenses: East Fork Park Internet of \$96.31

Motion to approve August 2025 Clermont Sports Development Corp: Nick Baker, Second: Lance Sizemore. All in favor,

Motion approved

August -Clermont County CVB:

Balance Sheet: Total cash is \$511,209.34

Revenue and Expense: We received lodging tax in the amount of \$89,284.89. from room nights for June.

Marketing & Promotions for Ads & Listings, Local Sponsorships. Consulting services paid to Connect Clermont for an updated Agenda For the Future Study. This study was last completed in 2012 and its purpose is to determine what has been accomplished since last study and what the county should focus on for the next decade and set new goals. Program Activities shows an expense of \$20,919.66. These are 4 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 August 2025 Clermont County CVB: Greg Holman Second: Lance Sizemore. All in favor, Motion approved

President's Report: Jeff Blom

STR: STR Report not received yet, will review at next board meeting.

America 250: 5 of the 8 murals are complete. Upcoming murals will be Milford, Loveland and Williamsburg (mural will be on Library). Ordered America 250 flags for CVB and other businesses which may want to display an America 250 flag. CVB looking into having an Ohio America 250 Logo sign to take to events as a promotion for Clermont's America 250. The current estimate is \$6,000, Jeff will get more estimates for comparison. The sign (if purchased) will be donated to the Clermont Historical Society after its use in 2026.

CSDC Update: 2026 ACA Sprint National Championships now looking at July 28-Aug 1 due to schools starting at the beginning of August. The Cincinnati Invitational hosted by the CJRC will be April 11 and the QCRC will be on April 12, 2026. This will extend room nights for travelers. May 16-17 will be CJRC youth championships. USRowing will pay for buyout with both cash reimbursement and providing us opportunity to host the Midwest Region Training for coastal rowing. USRowing is looking at hosting a small coastal rowing camp with regatta in June 2026 and 2027.

Sales and Events: CVB helping to promote the Pumpkin Run Oct 4-5 at Clermont Fairgrounds. Proposals:

Madison and Jeff will attend

TEAMS Conference in October.

Marketing & Communications: Digital/Print ads for the Summer, Fall Festivals, Oktoberfests, football, outdoor rec. Etc. Social Media/Emails focus on ordering visitor guides, summer/fall vacations, outdoor rec, family attractions, Labor Day weekend, Clermont Farm tour from 9/26-9/28.

Tourism Development

Old Business: Payel, Jim, Dan and Tressa will meet prior to year's end to discuss KPIs. It was agreed to revert to the originals KPI format until they have time to meet. The goal is to have a decision by January 2026.

New Business: Regarding the open board seats (2 voting and 2 non-voting), a few names have been discussed so that we have representation from a hotel, attraction, an attorney etc. Looking at Cincinnati Nature Center and Holiday Inn Eastgate. Jeff and Payel will coordinate an interview with these individuals.

Next Meeting: Thursday, October 30, 2025 @ TBD office.

Motion to adjourn: Greg Holman, Second: Tressa Young

Meeting ended: 12:49pm

Board Minutes Approved:

Secretary:

Date: ocf. 83 acas