

**Clermont County CVB Board Meeting**  
**August 29, 2024**  
**Holiday Inn Eastgate**

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

**Introduction:** Saw brief presentation from MediWorx Touch Screen Digital Kiosks.

**Meeting started:** 11:47am

**Minutes:** Reviewed June 2024 minutes (no July meeting). Motion to accept: Nick Baker Second: Steve Hood  
All in favor, motion approved.

**Treasurer's Report:** Dan Solazzo

**Clermont Sports Development Corp:**

Balance Sheet June: On the Balance Sheet, Cash is \$2,757.05.

P&L June: In income section, there was \$41,573.84 of sales income. This was additional ticket and parking sales for NCAA Rowing Championship that were not booked in May. Event Expense section shows total expenses of \$203,339.74. All of these expenses were associated with the NCAA rowing event.

Motion to approve: Nick Baker Second: Jim Collins. All in favor, motion approved.

Balance Sheet July: On the Balance Sheet, Cash went from \$2,757.05 to \$2,936.92. This is a net increase of \$179.87 which is directly related to our net loss for the month that appears on the P&L statement.

P&L July: Event Expense section shows a total expenses of \$9,754.00 All of these expenses were associated with the NCAA rowing event.

Motion to approve: Nick Baker Second: Chad Kelley. All in favor, motion approved.

**Clermont County CVB:**

Balance Sheet June: Total cash went from \$455,237.05 down to \$330,822.04. This is a decrease of \$124,415.01 and is directly related to our net income on the P&L.

Revenue and Expense June: The CVB received lodging tax in the amount of \$67,297.63. These represent room nights for April.

Expenses June: Expenses for Ohio Magazine Visitor's Guide, USA Today and Go Escape Midwest. Payment to Kate Albert Art Studios for Clermont County Fair poster. Sponsorship for the New Richmond River Circus. Meeting & Travel expenses for US Sports Congress for USSC Registrations and reimbursements for Ohio MPI, OACVB and Destination Conference expenses.

Motion to approve: Tressa Young Second: Jim Collins. All in favor, motion approved.

Balance Sheet July: Total cash went from \$330,822.04 up to \$337,849.48. This is an increase of \$4,841.34 and is directly related to our net income on the P&L.

Revenue and Expense July: The CVB received lodging tax in the amount of \$80,027.90. This represents room nights for May.

Expenses July: Crossroads Consulting Services shows an expense for Sports Study. Technology expenses paid to Bandwango subscription and CrowdRiff platform license.

Edward Jones increased slightly, and Charles Schwab increased slightly over the previous month. Looking into combining accounts by removing CS and will discuss more at September board meeting.

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

**President's Report:** Jeff Blom

**STR:** July occupancy -6.9% and YTD is -1.4%, ADR-5.4% and YTD -0.8%, RevPar -11.9and YTD -0.5%, Demand -6.9% and YTD +1.7%. Some factors that contributed to this include inflation, families tightening their spending, the fact that the Reds are having a bad season, and Fairfield Inn & Suites room renovations reduced room inventory each of last three months.

**CSDC Update** [REDACTED]

[REDACTED] Boats are being winterized and repairs needed on boat house door. Jeff meeting with Miller Security to enhance security measures at boathouse with cameras.

**Sales and Events Update:** Sales Manager position has been posted. Jeff going to TEAMS in September [REDACTED]

**Marketing & Communications:** Posters for Clermont County Fair's 175<sup>th</sup> Anniversary were well received. Leftovers are going to be placed at Clermont Libraries for people to take home. Print ads and digital marketing focusing on Columbus and Pittsburg. Getting RFPs for Meeting, Event and Wedding Guide to be printed October. Receiving RFPs for 2025 Visitors Guide to be printed December. Social Media/Emails focusing on Bengals/Bearcats fall football, Outdoor Recreation, Cincinnati Nature Center Nights of Lights and Clermont Fairgrounds Holiday in Lights.

**Food & Farm Tour:** September 28-29 at 7 Clermont County farms. CVB is creating a "digital trail" for guests to utilize during the tour.

**Old Business:**

America 250 – Funding for murals through various programs besides the CVB donation. Jeff looking into grant money as well.

Motion to approve \$7,000 for mural wrap: Nick Baker Second: Greg Holmann. All in favor, motion approved.

[REDACTED]  
East Fork Cabins – No new update.

**New Business:** October 24 will be our board retreat from 8am-2pm.

Board discussed the MediaWorx presentation and determined that the digital touch boards are too much of an expense at this point in time.

Next Meeting: Thursday, September 19<sup>th</sup> at the Clermont County CVB office.

Motion to adjourn: Jim Collins Second: Nick Baker All in favor. Motion passed.

**Meeting ended:** 1:11pm

**Board Minutes Approved:**

Secretary: 

Sept. 19 2024