

**Clermont County CVB Board Meeting**  
**April 3, 2025**  
**Union Township Civic Center**

**Attendance:** Jeff Blom, Lance Sizemore, Payal Patel, Nick Baker, Tressa Young, Greg Holman, Katie Messmer, Jim Collins (Remote), Chelsie Hornsby (Remote).

**Meeting started:** 11:37 am

**Minutes:** Motion to approve February 2025 Clermont Sports Development Corp. minutes: Nick Baker, Second Greg Holman. All in favor, Motion approved

Motion to approve February 2025 Clermont County CVB minutes: Nick Baker Second Lance Sizemore. All in favor, Motion approved

**Treasurer's Report:** Tressa Young

**Clermont Sports Development Corp:**

Balance Sheet: On the Balance Sheet, Cash is \$40,382.02.

Motion to approve: Nick Baker, Second Greg Holman. All in favor, Motion approved

**Clermont County CVB: Clermont County CVB:**

Balance Sheet: Total cash is \$569,612.79. \$3,166 (from a pre-paid meeting) had been sitting in the Other Asset section for some time and now has been expensed to Meeting, Meals & Trave

Revenue and Expense: We received lodging tax in the amount of \$61,646.79 from room nights for December.

Membership expenses for OACVB dues and OHLA membership. Meetings, Meals & Travel for Simpleview Conference for Katie and Madison and Sports ETA for Jeff and Madison.

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

Motion to approve: Nick Baker, Second: Lance Sizemore. All in favor, Motion approved

**President's Report:** Jeff Blom

**STR:** February 2025 occupancy -0.4% and YTD is -1.8%, ADR+1.4 and YTD +2.8%, RevPar +2.0% and YTD +1.2%, Supply +6.4% and YTD +6.4%, Demand +5.9% and YTD +4.7%.

**America 250 Update:**

Need a motion to authorize the application for funding of 3 murals: Tressa Young, Second: Nick Baker  
Clermont will have a Museum Passport for 2026. Each museum will have its own stamp and they will be available at museums and libraries. Heritage Tree – each county in Ohio will be given an Oak Tree to plant. Clermont will have it at Sycamore Park. Memorial plaques are going to be placed on graves of Revolutionary War Veterans. Libraries will have programming around America, Schools will incorporate it into their curriculum. 4<sup>th</sup> Grade History Pass is available to all 4<sup>th</sup> graders for free admission with paid adult. April 18<sup>th</sup>, Paul Revere honored with lighted lanterns at courthouse.

**CSDC Update:**

CJRC will have regatta next weekend as long as the lake is at an acceptable level. Start dock has been put in and boats have been serviced.

**Sales and Events Update:**

Madison Hornsby had been meeting with Kevin Lawson weekly. She job shadowed with Warren County and Dublin CVB sales representatives. She will be attending the Simpleview Conference and the SportsETA Symposium.

**Marketing & Communications:**

5,000 2025 Visitor Guides being bagged with Indy Magazine. Digital/Print ads for Spring Break and Summer Vacation planning. Social Media/Email focus on Spring Break, ordering Visitors Guides, restaurants.

**Old Business:**

East Fork Cabins Online Meeting – Friday, April 11<sup>th</sup>, 3pm with ODNR

ODNR does not want to own or operate any cabins. Currently there is no infrastructure (roads, electric etc.) at the 3 potential locations. Need to determine if Clermont County would be willing to pay for the infrastructure. Need to determine if Army Corp. Of Engineers would allow a private developer to utilize their land (2 of 3 lots).

[REDACTED]

**New Business:**

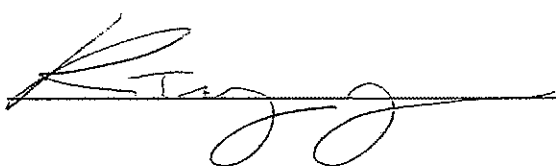
CVB is looking to fill a board position for an at-large member. This is a 3-year term.

House Bill 161 is being sponsored by Rep. Adam Bird. This bill is for short-term rental legislation, so any room rental of one room or more will pay sales tax and lodging tax.

Motion to adjourn: Greg Holman, Second: Tressa Young

**Meeting ended:** 12:57pm

**Board Minutes Approved:**

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

Date: May 22 2025 \_\_\_\_\_