

## **Clermont County CVB Board Meeting**

June 26, 2025

Holiday Inn Eastgate

**Attendance:** Jeff Blom, Jim Collins, Lance Sizemore, Payal Patel, Greg Holman, Nick Baker, Katie Messmer

**Meeting started:** 11:40 am

**Minutes:** Motion to approve May 22, 2025 minutes: Lance Sizemore, Second Nick Baker. All in favor, Motion approved

**Treasurer's Report:** Dan Solazzo

### **Clermont Sports Development Corp:**

Balance Sheet: Total Cash is \$33,537.95.

Expenses: Internet Connectivity, Repair and Maintenance for regatta course to Precision Racing (start dock, new buoys and line), Tarvin Marine for jon boat that had rain damage to fuel line.

Motion to approve May 2025 Clermont Sports Development Corp: Greg Holman, Second Lance Sizemore. All in favor, Motion approved

### **Clermont County CVB:**

Balance Sheet: Total cash is \$507,589.63

Revenue and Expense: We received lodging tax in the amount of \$57,014.23 from room nights for March.

Marketing & Promotions for Ads & Listings, Internet Promotions, Local Sponsorships and Printing. Meeting & Travel Shows for Katie and Madison for Simpleview, Jeff and Madison for Sports ETA and Jeff for eTourism Summit.

Program activities for America 250 murals in Bethel, Williamsburg and Milford will initially be paid for by CVB then reimbursed by county.

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

Motion to approve May 2025 Clermont County CVB: Nick Baker Second Payal Patel All in favor, Motion approved

### **President's Report:** Jeff Blom

**STR:** May 2025 occupancy was up 1.3% and YTD is -3.8%, ADR -3.6% and YTD -1.7%, RevPar -2.4% and YTD -5.4%, Supply up 6.4% and YTD 6.4%, Demand up 7.7% and YTD 2.3%.

**OACVB – House Bill 161 Update:** Opponent testimony next committee hearing (not scheduled as of 6/26).

### **America 250:**

Finalizing easement agreements with Union Township, Williamsburg and Milford. Barn Mural painting begins next week. Clermont will have a Museum Passport for 2026 which will be ready by Fall of 2025. Gary Knepp, a local historian, will be writing two articles a month for the CCCVB blog titled "An American Moment". First mural ribbon cutting will be Friday 6/27 at 4pm at Community Park. Continuing voice recording of Steve Newman for East Fork Trail, attempting to re-record video interview.

### **CSDC Update:**

Concrete Pad for East Fork needed for food trucks. Received an estimate for 50x50 pad, will continue search for best pricing. Pad can also be used as a tent location and will have basketball nets for recreational use.

### **Sales and Events:**

Madison Hornsby finished her sales training with Kevin Lawson.

Pygmy Goat show at Clermont Fairground for 2026.

**Marketing & Communications:**

Digital & Print ads: Summer vacations, Fathers Day weekend, July 4<sup>th</sup> weekend, Reds, outdoor recreation. Social Media/emails : Order a new visitors guide, summer vacations, Father's day, outdoor recreation, family attractions, July 4<sup>th</sup>, Reds Game Promo.

**Tourism Development:**

East Fork Cabins: presented to County for infrastructure funding, now awaiting decision. Sports Study: [REDACTED]

[REDACTED] Jeff meeting with Clermont County Economic Development regarding the Capital Bill Request. [REDACTED]

**Old Business:**

Payel, Jim, Dan and Tressa will gather to discuss KPI's.

**New Business:**

CVB is looking to fill board positions for 2 (two) at-large members and 2 (two) non-voting members. This is a 3-year term.

**Next Meeting:**

Will be on 8/28 at TBD due to the Clermont County Fair and tourism conferences in July (no meeting scheduled for July).

Motion to adjourn: Greg Holman, Second: Lance Sizemore

**Meeting ended: 1:11pm**

**Board Minutes Approved:**

Secretary: 

Date: August 28 2025