

Clermont County CVB Board Meeting

August 28, 2025

By Golly's Milford

Attendance: Jeff Blom, Lance Sizemore, Payal Patel, Greg Holman, Nick Baker, Dan Solazzo (remote) Katie Messmer

Meeting started: 11:51 am

Minutes: Motion to approve June 26, 2025 minutes: Lance Sizemore, Second Nick Baker. All in favor, Motion approved

Treasurer's Report: Dan Solazzo

June -Clermont Sports Development Corp:

Balance Sheet: Total Cash is \$33,377.43.

Expenses: Park internet has new rate of \$96.31/mo, In Misc. Expense, negative expense amount of \$33.03, these charges were incurred in December 2024, is the reimbursement of those charges. 2 payments on the Repair & Maint. Lines for the boats and trailer and batteries for bullhorn speakers.

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

June -Clermont County CVB:

Balance Sheet: Total cash is \$509,624.81

Revenue and Expense: We received lodging tax in the amount of \$72,527.02. from room nights for April.

Marketing & Promotions for Ads & Listings, Local Sponsorships.

[REDACTED] Consulting – Final payment of \$13,400 to Crossroads Consulting for sports study. Program Activities -expense of \$6,783.35, 2 expenses are associated with America 250. An Activities-Contra expense has been created and appears on the Statement of Rev & Exp Budget vs. Actual on a line below Program Activities. We will probably wait until December to make an entry that will offset Program Activities expense.

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

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

July -Clermont Sports Development Corp:

Balance Sheet: Total Cash is \$33,281.12.

Expenses: Internet.

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

July -Clermont County CVB:

Balance Sheet: Total cash is \$505,746.07

Revenue and Expense: We received lodging tax in the amount of \$51,741.54 from room nights for May.

Marketing & Promotions for Ads & Listings, Internet Promotions, Local Sponsorships and Printing. Building Maint. - Repairs for Power Washing fence around CVB property and for mowing. Salaries and Wages- 3 payrolls in July dated 7/3/25, 7/17/25 & 7/31/25.

Program Activities- 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 July 2025 Clermont County CVB: Greg Holman Second Nick Baker. All in favor, Motion approved

President's Report: Jeff Blom

STR: July 2025 occupancy was up 7.8% and YTD is -1.4%, ADR -3.3% and YTD -2.4%, RevPar 4.2% and YTD -3.8%, Supply up 6.4% and YTD 6.4%, Demand up 14.6% and YTD 4.8%. Based on these numbers, hotels could afford to increase their rates since demand is up and ADR is down. We should see a good fall for room nights with both Reds and Bengals games.

OACVB: House Bill 161 Update: Hopefully approved by the end of the year, but will take another 6-10 months to implement.

America 250: Successful Barn Mural dedication on 8/27. New Richmond mural to begin mid-September with dedication in October. The Five Points mural in Milford will have their dedication in November. Williamsburg is still deciding on a location and Goshen and Batavia are interested in having a mural as well. Passports for the museums are due to go to print next week.

CSDC Update: 2026 ACA Sprint National Championships August 5-8. USRowing will pay for buyout with both cash reimbursement and providing us opportunity to host the Midwest Region Training for coastal rowing. We received an estimate for concrete pad for food truck. CSDC will need to pay for a portion of the pad, Jeff will have Lance from East Fork get estimates from various companies for comparison.

Sales and Events: Madison attended Playeasy Summit in July and will attend TEAMS in October. Joined MPI Ohio Communications Committee and hosted Hotel Roundtable Meeting.

Marketing & Communications: Recordings for Steve Newman Worldwalker Audio Trail at UC Clermont. Digital/Print Ads: Summer, Labor Day weekend, outdoor recreation. Social Media: Order New Visitors Guides, Summer Vacations, Family Attractions, Reds Ticket giveaway promo, Labor Day Weekend. Submitted Ruby Awards for Ohio Conference on Travel. Next week a new Marketing Intern starts and will assist with social media posts.

Tourism Development: East Fork Cabins: This project will be tabled until 2030 when the Clermont Chamber and Economic Development will revisit the interest and value of this project.

Tealtown contacts have been non-responsive to calls regarding the CVB's interest in assisting with funding for improvements.

Old Business: Payel, Jim, Dan and Tressa will meet prior to year's end to discuss KPIs.

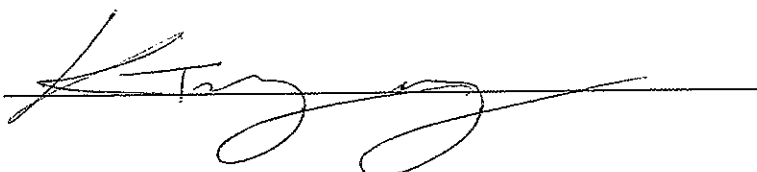
New Business: CVB is looking to fill board positions for 2 (two) at-large members and 2 (two) non-voting members. This is a 3-year term. The County will post open positions and we are taking recommendations from current board members.

Next Meeting: Thursday, September 18, 2025 @ Clermont County CVB office.

Motion to adjourn: Greg Holman, Second: Nick Baker

Meeting ended: 1:08pm

Board Minutes Approved:

Secretary: 

Date: Sept 18 2025