

**Clermont County Convention & Visitors Bureau
June 23rd Board of Directors Meeting Minutes**

Call To Order-Chairman Jim Comodeca called the meeting to order at 11:45

Members In Attendance- Brian Wipprecht, Andy Kuchta, Jeff Lykins, Jim Comodeca, Paul Schmid, Linda Fraley, David Uible, Mark Faust, Chris Smith, and CVB Director Mark Calitri.

Approval of May Minutes- May minutes were submitted and reviewed. Motion by Andy Kuchta to approve previous month's minutes. Motion seconded by Jeff Lykins. Motion approved.

Financials- Director Mark Calitri presented the financials for the CVB through the first 5 months of 2015. Occupancy at our hotels is up with the exception of Fairfield which has a block of rooms undergoing renovations / remodeling. Revenues are up year to date. The revenue trends look positive as we enter the strongest part of our season. Motion to approve financials submitted was made by Paul Schmid and seconded by David Uible. Motion passed.

Hotel Report- Brian Wipprecht provided us with a hotel operations summary. A new HOME 2 SUITES hotel has been approved by Union Township officials and will be added to Clermont's hotel inventory by spring of 2016. The 72-75 room hotel will be located in front of the Hampton Inn adjacent to the Eastgate Starbucks. Corporate, sports related, and transient hotel business is up for 2015 resulting in a positive metrics for the hotels year to date.

Addition of New Board Member- Jeff Bauer, the new dean of UC Clermont College has been invited to join the board of the CVB. We are working on expanding our relationship(s) with UC We already have an excellent relationship with the athletic department because of our baseball and soccer activities with the UC Clermont Cougars. Jeff is enthusiastic about joining the CVB Board. Motion made by Dave Uible and seconded by Jeff Lykins to add Dean Jeff Bauer to the CVB Board of Directors. Motion passed. Jeff will join the board at the next meeting, July 28th.

Reports and Updates for the Board

Chamber Tailgate Event- Mark Calitri reported that the CVB will host a July Clermont Chamber of Commerce Tailgate lunch event on July 7th from 11:00 to 1:00 at the CVB.

U.S. Rowing Championship Event Updates- Event will take place July 14th thru July 19th. We are up to 1,800 registered rowing participants at this time. Expectations are that we may exceed 2,000 participants plus families, rowing officials, and general public. Total attendance is expected to exceed 5,000 for the week. Fiber optics lines are now in place. We believe that we have adequate numbers of volunteers to assist at the event. A reception is being planned to meet and greet U.S. Rowing officials at the start of the event. Details to follow.

Certified Tourism Ambassadors- The CVB sponsored the training and induction of 24 new CTA's (Certified Tourism Ambassadors) for the Greater Cincinnati Region last week. It was a cooperative effort between the Clermont CVB and Greater Cincinnati Tourism Network.

Sponsorship Discussions- Discussion took place as to when and where to share the corporate contacts that we have throughout Clermont County for sponsorship, donation, and contribution solicitations. The goal was to determine what criteria we might use before sharing our valued list of corporate, individual, and organizational benefactors when requests come into the CVB.

Soccer Update- Soccer fields are looking good. Grass has come up due to abundant rain and moderate temperatures throughout June. Negotiations between Ruebel Family Trust and the Village of Batavia regarding acquisition of the final 2 acres on the corner of Haskell Lane that housed the Village Sewer Plant (in the past) continue. This site is thought to be suitable for:

1. Additional parking (revenue generation).
2. Playground / picnic area for the families of soccer players attending tournaments.
3. "Front door" to the complex with some sort of welcome structure(s) (sponsorship?)

Staffing for the CVB into 2016- Mark Calitri initiated a discussion with the board regarding staffing positions and job descriptions for the CVB for the future. An event coordinator position is contemplated. This individual would handle all the group and event details once the sale has occurred. This would free up the CVB sales staff members to move on to the next sale while the Sales or Event Coordinator would take care of the follow up details and logistics needed to insure a satisfied client and a pleasant travel experience. It was agreed that more investigative work plus a more detailed job description, and recommendation(s) for discussion will follow.

There being no further business, the meeting was adjourned at 1:10 P.M.



Secretary



Date