

CLERMONT COUNTY CONVENTION & VISITORS BUREAU
Minutes from January 27, 2015

Call To Order- Chairman Jim Comodeca called the meeting to order at 11:35

Members in attendance- Jeff Lykins, Andy Kuchta, Paul Schmid, Jim Comodeca, Brian Wipprecht, Phil Gatch, Mark Calitri, Mark Faust, and Chris Smith

Minutes of November 25th Meeting- Minutes from the November 25, 2014 meeting were presented, read, and reviewed. Motion to approve 11-25-14 minutes made by member Andy Kuchta, seconded by member Paul Schmid. Motion passed.

Financials- Financials were reviewed in advance by Treasurer / member Linda Fraley for a more detailed and thorough presentation to CVB members at today's meeting. Motion to approve the 1-27-15 financials was made by member Jeff Lykins, seconded by member Andy Kuchta. Motion passed.

Monthly Hotel Performance- Member Brian Wipprecht indicated that hotel rev-par numbers were up 7.7% for December (year- end) 2014. Transient visit performance was up as well. Clermont County hotels numbers were on par with downtown hotel numbers for the period. All positive news for year- end 2014. Numbers are looking good for January 2015 as well.

Kings / Hammer Select Soccer League Update- Mark Calitri and Chris Smith reported that the lease transaction has been completed and signed. Major announcement complete with publicity, press releases, photos, etc. will take place the first week of April as work begins on preparation of the soccer fields. Mark Calitri presented the forecasted attendance numbers, hotel room nights, and economic impact for the community as a result of this transaction in 2016. Sixteen weekend tournaments have been committed, reserved, and scheduled for these fields. Benefits to Batavia and Clermont County are in excess of 28 million over the term of this lease.

Calendar of Bookings- Mark Calitri presented to members a calendar of scheduled events for 2015. It demonstrates compression showing open week days and weekends as well as booked events where room availability is limited and thus room rates command premium pricing. It also clearly shows the degree to which our CVB is now a strong sales organization.

Hotel Lead Distribution Process- Discussion took place on the methodology of lead sharing among our hotels with different physical structure, operating cultures, price points, and service levels. Mark Faust guided explanation of how CVB's typically distribute leads to their hotel partners.

Increase on-line exposure / internet marketing techniques – Discussion ensued on how best to position Clermont County to gain more prominent positioning on various search engines. We discussed trip-advisor software, Travelocity, and search-engine optimization assistance firms. Mark Calitri is interviewing several companies that specialize in this arena with Mark Faust. They will report back to board at a later meeting.

Rowing Updates- Paul Schmid and Mark Calitri reported on the status of future rowing event bids as well as the update on those events currently scheduled to take place in 2015.

Clermont Sports Development Corp- Considerable discussion took place on the organizational structure of Clermont Sports Development Corporation, its function, responsibility, funding source(s), and financial structure. The general consensus is that CSDC will be a subsidiary corporation of the CVB. It would be responsible for attracting, securing, and managing rowing events through the use of rowing assets acquired under the CSDC name. The CSDC would receive initial funding using CVB 'seed" money. The CSDC assets would serve as a "lure" to attract rowing events through use of a nominal fee or rental fee for CSDC assets (boats, launches, finish tower, and so on). Current rowing protocol is that the rowing organizations do not typically spend on wakeless launches and other equipment, but rather ask the local venue to provide such as securing these rowing events are quite competitive from community to community. The ROA analysis on the rowing assets purchased would be based upon the added room nights generated as a result of this rowing event. Capital may need to be allocated from the CVB to the CSDC periodically in order to keep rowing equipment / assets in proper working order and provide for periodic repair / replacement (equipment sinking fund). More discussion to follow at the February 24th meeting.

Meeting adjourned at 1:10 P.M. Next CVB Board meeting February 24th



Signature

2-24-15

Date