

Clermont County Convention & Visitors Bureau
Board of Directors Meeting
June 28, 2016

Attendance: Board members: Jim Comodecca, Andy Kuchta, Chris Hamm, Linda Fraley, Mark Calitri, Dave Uible, Tamala Russell, Jeff Bauer, consultant Mark Faust. Also in attendance: Chris Clingman, Nick Baker, Tracey Derico.

Minutes: A motion to approve the minutes of the May 24, 2016 Board meeting was made by Andy Kuchta, seconded by Linda Fraley. All aye, motion passed.

Chris Clingman, Director of the Clermont County Park District, spoke to the board reporting on the upcoming November 2016 Clermont County Park levy: the need for increased revenue and the Park's plans on improving the park system. Chris stated levy research found a ½ mil levy would be supported by the people of Clermont County. The levy would impact the average homeowner approximately \$27 per year. If it passes, the November levy will generate 2.1 million in revenue.

The board requested Chris Clingman to bring a marketing piece to next month's meeting. Board would vote on endorsing the Park levy.

Financials:

Director Mark Calitri reported another healthy financial report from May. Linda Fraley stated the County has a good trend going into strong summer months.

A motion to approve the financial report for May was made by David Uible, seconded by Chris Hamm. All aye, motion passed.

Executive Director Update:

Mark reviewed the process for the upcoming USRowing Club Nationals beginning July 13.

Mark updated the Board on the STR report, sponsorships, and an unbudgeted request for the Milford Street Eats Food Truck Rally.

The Board discussed the request for \$1,000.00 dollars and interviewed Chris Hamm about the event.

Jim Comodecca made a motion to approve \$1,000 sponsorship for the Milford Food Truck Rally, seconded by Linda Fraley. All aye, Chris Hamm abstained, motion passed.

Director Calitri said, depending on the information gained in the reports, that he will be asking a lot of each of the Board Members within the next 60-90 days. He will be asking each one to make big, bold, forward thinking decisions that will propel Clermont County forward.

Consultant Mark Faust presented a theme to the Board, "It's Time to Pivot!" The Past was a time for problem solving. The Present is for Decision making. The Future focus is visioning!

Mark Faust then told a "Tale of Two Cities." He introduced Leonard Hoops, highest paid CVB director in USA, and then gave the history of how Hoops made Indianapolis what it is today. Visioning is just the start.

Dean Bauer explained what his visioning steps have been in bringing UC East forward. It has been baby steps so far, but Dean Bauer is boldly planning for 9 years in the future.

Mark Faust then recommended forming three committees

1. Experiential Tourism: Jim Comodecca, Tamala Russell, Nick Baker, Linda Fraley. This study costs \$18,000 and starts in September, 2016.
2. Market Study: Jeff Bauer, David Uible, Andy Kuchta. The draft report will be available in 2 weeks. The study is going to cost \$15,000.
3. Sports Development: Chris Hamm, Andy Kuchta, Linda Fraley, David Uible, Jim Comodecca. Survey draft will be available this week. This study will cost \$34,000.

The Board Members all enthusiastically agreed to serve on these committees.

The Board had requested references for these studies and Mark talked to several individuals; Cedar Fair Board, Joe from Rocky Mount, 60,000 people, strongly recommended.

Total cost of the studies will be \$77,000

A motion to ratify the Internet BOD vote regarding use of consultants, moving forward and spending up to \$77,000.00 was made by Linda Fraley and seconded by Dave Uible. All aye, motion passed.

Adjourned 12:55 p.m.

7/26/16

Date

[Handwritten Signature]

Secretary Signature