



CLERMONT COUNTY CONVENTION & VISITORS BUREAU
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**Clermont County Convention & Visitors Bureau
Board of Directors Meeting
July 26, 2016
Holiday Inn**

Attendance: Board members: Jim Comodeca, Linda Fraley, Andy Kuchta, Dave Uible, Tamala Russell, Director Mark Calitri. Also in attendance: Tracey Derico

Minutes: A motion to approve the minutes of the June 28, 2016 Board Meeting was made by Linda Fraley, seconded by Andy Kuchta. All in favor, motion passed.

Finances: Linda Fraley continues to watch the numbers. Linda stated in the minutes the board approved \$77,000 for the studies, but Linda wants Mary Ann (Miller) to add a budget adjustment column and then tie it back to minutes. This will help when preparing next year's budget. Continued discussion included noting all hotels are current.

A motion to approve the financial report as presented was made by Dave Uible, seconded by Tamala Russell. All in favor, motion passed.

Executive Director Update:

Mark Calitri spoke to the president of Ohio Travel Association who is involved in our hotel market study, Eric Hansen. Mark asked what number the board should be looking at from the STR report. Hansen said the most important number the board should be focused on is rooms sold. Currently the county is up 20,840 rooms over 2015. (There are 1200 rooms in Clermont County.)

The USRowing Event went very well. There were over 1800 athletes. The economic impact is estimated at 2.4 million dollars for the week. Clermont County won the bid for 2017.

*"The success of the 2016 Club National regatta was tremendous," said **USRowing Events Manager AJ Dominique**. "The effort put forth by the Clermont County Visitors Bureau, the local volunteers, and all involved in running this event are what made the regatta enjoyable for athletes and spectators alike. Clermont County has raised the bar for how USRowing runs events, and we look forward to returning to Lake Harsha next year."*

The USRowing event will be July 12 – 16, 2017. Rooms are already being booked for next year.

Andy Kuchta asked if USRowing or any of the teams requested anything to improve next year. Mark's response was venue organization is needed for next year. The Civil Air Patrol will be brought in prior to the event to help particularly with parking trailers. Civil Air Patrol did an outstanding job.

Volunteers are continually needed, they are key to the event going smoothly. The CVB is hosting an appreciation event for our volunteers at the Green Kayak on Thursday, August 4.

Sports Facility Advisors were in town last Thursday and Friday and met with some of our committee members. (The CVB committee - Chris Hamm, Andy Kuchta, Linda Fraley, David Uible, and Jim Comodecca.) We reviewed some of their most successful projects, toured our market, and had conversations with our key stakeholders and groups most likely to bring us business.

- Three key objectives:
1. Identify key current assets that can be maximized.
 2. Help us identify potential new opportunities and help us innovate by providing recommended opportunities that we aren't visioning.
 3. Help us identify if we will own these developments, or will they they? Do we manage these facilities or will they?

This coming week we will be working on one of the most important aspects of the study which is the survey. This survey is important because it is reaching our potential users, community stakeholders, and begins dialogue for what's specifically needed, what is important, and most importantly proves what can be financially supported.

During that meeting SFA asked, "What happens when we come back with report? What will be the Board's reaction?" Linda responded, hopefully on behalf of the Board stating, "We have invested this money and we will act on something." When the Board made the motion to have this study done, we felt we would get the information back and proceed.

Market studies are still ongoing. The Experiential study is ongoing and those representatives will be here at the end of August. Mark will be attending an association conference in Minneapolis beginning Monday, July 25.

Andy Kuchta moved to adjourn, Dave Uible seconded. Adjourn at 12:28

9-27-16

Date



Secretary Signature