

Minutes of the Clermont County Convention & Visitors Bureau Meeting
August 26, 2014

Call to Order- Meeting was called to order by Chairman Jim Comodeca

Minutes of the July 29th Board Meeting- Minutes from the July 29th Board meeting were presented and reviewed. Motion to approve minutes was made by Jeff Lykins, seconded by Linda Fraley.
Motion passed.

Financials- Financials for the month of July were presented and reviewed. Each line item was reviewed. Key YTD figures were presented and reviewed with their percentage to budget. Three year rolling monthly report was presented and reviewed. Director Calitri explained that Holiday Inn Eastgate July payment would reflect on next month's financials. Fraley explained check was mailed to different address in her office which caused delay in processing. Fraley confirmed payment amount.

Uible inquired as to several specific line items that were approaching their budgeted allotments. Director Calitri explained that the payroll line item was higher over the last few months due to bonuses being earned by sales staff. Advised CVB will not replace 2nd sales person at this time, which will be a significant reduction for the remainder of the calendar year. Each other line item questioned was addressed.

Motion to approve the financials as presented was made by David Uible and seconded by Paul Schmid.

Motion passed.

Change in consultative fee structure

- The board reviewed and inquired to the strategic plan and use of consultative and professional services of Chris Smith and Mark Faust. Both were praised for their outstanding leadership and efforts in helping to guide the CVB. [REDACTED]

[REDACTED]

It was recommended that Chris Smith continue in his economic development role with the CVB in securing the Red Barn deal and working on the rowing capital campaign as co-chair. He will be compensated on an hourly rate of pay. Kuchta and Uible noted that Smith is active in the community and attends many business and township functions and represents our community very well.

Schmid and others praised Mark Faust and his leadership as the CVB went through the recent organizational changes. It was recommended by Comodeca and others that the CVB continue to use the services of Faust, but to restructure the deal. The board asked Calitri to inquire of Faust to; continue his service to the CVB, provide an hourly rate of compensation, and his recommended scope of work. It was recommended that he

attend the board meetings when his schedule permits and also assist in crafting the annual strategic plan.

Fraley and Comodeca advised to continue the discussion with this new information during the September board meeting.

Executive Director Update

- Presentation from Brian Wipprecht regarding hotel trends and business levels for July. Wipprecht pointed out that one reason for such a successful July was the Oldsmobile National Car Show. He provided details of the group's success.
- Sales success presented and reviewed.
- Schmid reviewed algae situation at Lake Harsha.
- New Event Planner position was announced. Leila Spriggs will start a newly created position in September. She will be working initially on research, creating, planning, and running regatta events. This position will be budgeted for 2 hours per week leading up to any hosted regatta. Leading up to and during the regatta, the hours will increase at the approval of the Executive Director.
- Chamber Tailgate event was discussed and Uible and Comodeca commented on how successful the event was and recommended we continue in the future.

Special Project Update-

Chris Smith reported to the board on the Red Barn and Kings Hammer opportunity. Renderings, a summary, and economic impact worksheet were handed out. Attachments in board file. Smith reviewed the attached handout and presented the full spectrum of the potential deal. See hand out for specific information. Each item on attached informational sheet was discussed.


Wipprecht clearly spoke of the importance of this deal and that this would be a game changer for Clermont County and specifically his hotel. He strongly felt this deal and the way it is being structured is the correct way to use CVB funds. He noted that the room nights begin produced were in key low occupancy periods of time and would be a tremendous financial benefit to his hotel.

Smith discussed the importance of keeping the deal moving through the financial process in order to have fields ready for 2015 and the importance of having a well-executed operating agreement.

[REDACTED]

Time did not allow discussion on capital campaign. This agenda item was tabled until the next BOD meeting in September.

Meeting adjourned

 (Signed) 9-23-14 (Dated)