

**Clermont County Convention & Visitors Bureau
Board of Directors Meeting April 26, 2016**

Attendance: Director Mark Calitri, Board members: Jim Comodeca, Paul Schmid, Linda Fraley, Dave Uible, Andy Kuchta, Jeff Bauer, Chris Hamm, Consultant Mark Faust, Guests: Nick Baker, Sarah Gleason, Tracey Derico.

Minutes – A motion to approve the minutes of the March 22, 2016 Board Meeting were made by Dave Uible, seconded by Paul Schmid. Motion passed.

Financials - Mark reported March revenue is up, one hotel was slow in paying, so revenue should have been a little higher.

Tyler Hawk will come next month for an investment update. We will keep him coming in every 5 – 6 months.

One other key thing that has been completed is the AUP (Agreed upon Procedures) Audit. All non-profit organizations are subject to regular auditing. The audit covers checking account, all office procedures, and general accounting procedures. We completed it successfully. The cost was \$1600.

A motion to accept the finance report was made by Paul Schmid, seconded by Dave Uible. All in favor, motion passed.

Executive Director Update Mark explained there are basically two sides to the CVB; the group sales and marketing. He introduced Sarah Gleason who gave an update market presentation.

Sarah included information from the Arizona Simpleview Conference she attended in her presentation. Sarah told the board of several new initiatives she will be implementing that came from the conference. Trip Advisor, the CVB kiosk, Rev Local, social media tracking, and website information was all covered. Sarah also presented a "Reality Check Segment," which included some of our problems and issues with a couple of our hotels.

Mark Calitri announced we have purchased the STR report which is going to give us hard numbers in room nights and ADR. This report shows the county up 17.8% the first quarter of 2016.

Next month's board meeting, May 24, will be held at the Fairfield Inn. Tamala Russell will give the board a short training session on what inspectors look for when inspecting a hotel room.

A request for additional funding has come in from the Clermont County Fair. Paul Schmid reported the Fair Board is bringing country music star Randy Atkins in, and they expect 6,000 people for the concert attendance. They are requesting \$10,000. Paul would like to use this

opportunity for the CVB to work together with the Fair Board, creating a working relationship with the fair for the future. The CVB Board discussed the matter in detail. David Uible suggested creating a Fair Subcommittee to report back at the next Board Meeting in May. Dave volunteered to be part of the subcommittee. It was decided that the Board needed more data to make an official decision. The Board did not move on the request.

Mark Faust gave the Board an opportunity to envision the future state of the CVB. Mark Faust gave the Board three minutes to write down what they see the impact of the CVB on Clermont County will be in 3 – 5 years. Mark is willing to email his book High Growth Levers to the CVB Board members. The ideas were collected by Mark Faust. Faust recommends creating a subcommittee on visioning and he will spear head these efforts.

Adjourned 1:03 p.m.

5/30/16

Date



Secretary Signature