

**Minutes of the Clermont County Convention & Visitors Bureau Meeting
May 27, 2014**

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

Minutes of the April 22nd Board Meeting- Minutes from the April 22nd Board meeting were presented and reviewed. Motion to approve minutes was made by Andy Kuchta, seconded by Paul Schmid. Motion passed.

Financials- Financials for the individual month of April were presented and reviewed. Specific questions directed to increase in benefits, from March to April. Discussion on issue. Phil Gatch recommended that the board be provided with monthly revenue comparisons to prior years. We will provide that information in future meetings. Motion to approve the financials as presented was made by David Uible and seconded by Phil Gatch. Motion passed.

Executive Director Update

- Presentation from Brian Wipprecht regarding hotel trends and business levels for April and May.

-Sales success reviewed from each sales person.

-Director Calitri facilitated discussion on key issues including:


- Welcome signage using feather flags was discussed and Board suggested that we purchase several signs and use during our key events
- Office Clean out. The basement of our office has a significant amount of extra unused boxes and old paper work. Board signaled approval to clean out dated supplies.
- Website-Discussion on using CVB website to promote all relevant community events. Phil Gatch recommended one portal for all of Clermont County. Other county websites only focus on a limited user profile and are missing opportunities. Linda Fraley asked for a very thorough thought out plan.
- Magazine advertising. Discussion regarding the increased use of social media and more focused advertising to online methods rather than print ads. Going forward our CVB will focus on increasing opportunities online and increasing electronic impressions, with a targeted approach.

State Capital Appropriation Request- Paul Schmid provided the board the update on the capital request. Illustration was presented and Jim Comodeca applauded the efforts of Schmid in getting the deal completed and his commitment to Clermont County.

Special Project Update-Chris Smith reported to the board on several key projects that he is working on.

[REDACTED]

UC Clermont has announced plans to start a soccer program and this will represent a new opportunity at the Batavia Town Center.

 (Signed) 6-24-14 (Dated)