

Minutes of the Clermont County CVB

February 25, 2014

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

Minutes of the January 28th Board Meeting- Minutes of the previous meeting of January 28th were distributed, reviewed, and approved. Motion to approve was made by Brian Wipprecht and 2nd by Paul Schmid.

Financials for month of January 2014 – Profit and loss statement and balance sheet for month of January was presented and reviewed. Linda Fraley, treasurer was absent from meeting, but year-end tax return was put in the record. A hard copy of tax return will be delivered to Linda Fraley for review. Brian Wipprecht presented data from his hotel's STAR Report, which shows competitive data on hotel occupancy and ADR. This report is showing that for the month of January, the hotels in his competitive set are down in occupancy 5.6%. The reasoning is because of weather and construction. Motion to approve by Andy Kuchta and 2nd by David Uible.

State Capital Budget Request Update-Paul Schmid made the announcement that Clermont County and East Fork Lake State Park has won the bid for the 2015 United States Club Rowing Regatta. Mr. Schmid and Mr. Calitri will work together to create a unified announcement to benefit all parties that participated in the bid. The economic impact of this event was discussed. Prior to the next board meeting, Mr. Calitri will present an accurate accounting of the estimated economic impact.

Mr. Schmid also reviewed the capital request and our \$3.1 million request. The Director of ODNR will be visiting East Fork State Park on March 27th. The CVB will coordinate this visit. Discussed the new grant opportunity for improving and constructing new docks. ODNR, boating division, has a special grant that aligns with the new dock plans. Chris Smith and Mr. Schmid will be working together to complete CCCVB's grant request.

David Uible discussed further investment at CVB level specific to rowing. He referenced the significant ROI and economic impact of these events. Mr. Schmid will present more information by email in regards to specific rowing needs to immediately impact the upcoming races in 2014. The board agreed to review the information and vote by email on the request.

Executive Director Update- Mark Calitri shared updates on the CVB operations. The following were reviewed and discussed:

Rowing site visit was reviewed.

January hotel occupancy spread sheet was reviewed. Now with this report available the CVB will be able to track results YOY with more accuracy.

New Property-Grailville was reviewed and opportunities were discussed. The CVB will be offering a marketing blitz to organizations within a 100 mile radius to encourage the use of this unique venue.

Sales pipeline was reviewed.

Claire Lance-New Sales Manager was announced. Mark Faust discussed her qualifications. He also stated that the CVB has a highly rated sales staff, noting that in his experience, it would be in the top 10% nationwide.

Warren Walker announced his resignation from the board due to his new leadership role in the Chamber of Commerce, being newly elected in Township leadership role, and new Duke Energy responsibilities. Mr. Walker expressed his gratitude and noted that this board is extremely effective and well run. He enjoyed his experience and would continue to support the CVB.

Consulting Training-Mark Faust presented. He stated that rowing is a bid lead and comparing to Cincinnati that it would be a home run even for a bureau of their size. Mr. Faust completed an interview of meeting planner Susan Poland and presented the feedback.

Mr. Faust stated that our CVB goal is to continue with more site visits of high quality. Faust asked board for concerns or challenges.

Mr. Faust will be conducting a following training for hoteliers. This training will be aimed at specifically addressing the key selling features of Clermont County and helping the hotels and CVB more effectively communicate a unified message.

Special Project Report- Mr. Chris Smith presented and shared updates on his projects. This includes: Kings Hammer Soccer Club, Reds Foundation Grant Request, Clermont County Trail Map project, and his efforts for the Capital for Harsha Lake infrastructure.

Meeting adjourned.


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04.22.14

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