

**Clermont County Convention & Visitors Bureau
October 27, 2015 Board of Directors Meeting**

Call to order Meeting was called to order by Chairman Jim Comodeca at 11:45 a.m.

Attendance The following members were in attendance: Brian Wipprecht, Jeff Lykins, Andy Kuchta, Linda Fraley, Jeff Bauer, Dave Uible, Jim Comodeca. Executive Director Mark Calitri as well as consultants Mark Faust and Chris Smith were also present.

Investments Guest presenter Tyler Hawk provided a quick summary of current CVB investment allocations (80% bonds / 20% equities) and recommended that the CVB make a reallocation of investment instruments at a 65% bond 35% stock mix. After discussion a motion was made by Jeff Lykins, seconded by David Uible to approve such a reallocation. Motion passed.

Approval of September 22nd Minutes The minutes of last month's CVB Board Meeting (9/22/15) were presented and reviewed. Motion to approve the 9/22/15 minutes was made by Andy Kukchta, seconded by Linda Fraley. Motion approved.

Finances Treasurer Linda Fraley and Director Mark Calitri presented CVB balance and income statement year to date. In addition, 2015 Budget Adjustments reflect current and more precise year to date levels of revenues and expenses than the original budget forecast showed. The request to incorporate these changes into various revenue and expense categories of the CVB budget will provide for a more accurate and precise fiscal platform from which to create the 2016 CVB Budget. The board reviewed and discussed the item by item budget adjustment to be made for 2015. A motion to incorporate the recommended adjustments into the 2015 CVB operating budget was made by Andy Kuchta and seconded by David Uible. Motion passed.

Hotel Report Brian Wipprecht reported that occupancy, revenues, and REVPAR results were up dramatically for September. Revenue is forecasted to be up 4% year over year. There have been more weeks and weekends of heavy occupancy this year (compression) allowing our hotels upward room pricing opportunities.

Sales Tax Summary 2015 vs 2014 Director Mark Calitri summarized Clermont County Sales Tax collection numbers for 2015 vs. 2014. Revenues are up almost 9%, some of which is attributable to the improved and increased CVB sales and event activities brought into the county this past year.

Tealtown Ball Fields Tealtown Athletic Association has requested a \$2,000 sponsorship from the Clermont County CVB. The dollars would go towards continued field, dugout, backstop, and irrigation improvements within the 17 field complex. Tournaments at this complex draw visitors from a 400 mile radius. Recent calculations show just over 1,300 room nights generated for our local hotels out of this softball/baseball complex. Given the nature of the Tealtown complex in generating large tournaments drawing visitors and participants from outside our immediate area, thus generating room nights, considerable local retail sales, and tax revenue for our community,

a motion was made by Linda Fraley to support this \$2,000 sponsorship request. The motion was seconded by Jeff Lykins. Motion was approved.

General Discussion of Sponsorships and Support Board discussed criteria that CVB management might use in determinations as to what sponsorship to support and approve. Measurement metrics such as room nights generated, influence of group, visibility, profile, and future business and event activities were to be considered. Does it fit with CVB's basic mission?

Soccer Field Update Kings Hammer 2016 Play Director Mark Calitri informed the board that recent rains had improved the soccer field conditions in Batavia. The Ruebel family has also begun demolition of the adjacent Village of Batavia sewer plant. This will dramatically improve the appearance of the soccer complex and will add another playing field to the complex.

As a backup plan, CVB staff have made arrangements for Kings Hammer to play their tournaments at Miami Meadows Park (Miami Township, Clermont County) should the fields in Batavia not be ready for tournament play come April of 2016. This insures that visitors, players, families, coaches, and so on remain in Clermont County and that our community still receives the benefit of these sizeable soccer tournaments.

Kiosk Update Mark Calitri reported that ads to support the Kiosk expense are currently being sold. More details to follow at subsequent meeting.

Adjourn There being no further business to come before the Board, Chairman Jim Comodeca adjourned the CVB board at 1:10 p.m.

11/17/15

Date



Secretary signature