

**Minutes of the Clermont County Convention & Visitors Bureau Meeting
July 29, 2014**

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

Minutes of the June 24th Board Meeting- Minutes from the June 24th Board meeting were presented and reviewed. Motion to approve minutes was made by Jeff Lykins, seconded by Paul Schmid.

Motion passed.

Financials- Financials for the individual month of June 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.

Motion to approve the financials as presented was made by Jeff Lykins and seconded by Paul Schmid.

Motion passed.

Executive Director Update

- Presentation from Brian Wipprecht regarding hotel trends and business levels for June.
- Sales success reviewed from each sales person.
- Director discussed the recent DMAI conference. Mark Faust added that based on feedback and survey from conference; based on number of hotel rooms and quality of hotels Clermont County offers and the high number of group rooms booked, that our CVB will rank in top 1% of all CVBs nationwide.
- Calitri handed out spreadsheet/calendar that displayed a full 12 months of group activity
- Director discussed his visit to Oakridge and their rowing facilities. Oakridge hosted the 2014 Club Nationals that Clermont County will be hosting in 2015.
- Linda Fraley recommended CVB pursue opportunities in foot golf, since Clermont has over 14 golf courses. Calitri will assign Jim Barger to research the opportunities.

Special Project Update-Chris Smith reported to the board on East Fork Capital Campaign and Batavia Township Sports Complex.

-Kings Hammer. Chris Smith and Mark Calitri will be making presentation before Batavia Township Trustees at their next public meeting. The goal is to secure a facility to host the Kings Hammer Soccer organization. As background, the CVB is working closely with Rex Parsons and Batavia Township to secure a new development of upscale soccer fields for competition. This

group, if brought to Clermont County would host at least 13 tournaments. The fields can be used for numerous additional other competitions. This project is estimated to produce approximately 9,000 additional room nights for Clermont County. The CVB has formed a public/private partnership and included UC Clermont. The results of this presentation will be made available at the next board meeting.

-East Fork Capital campaign was discussed. A handout was given by Smith showing the areas of focus and level of funding required by each line item. A discussion was had specifically to each item listed and its value to rowing competitions.

Fraley discussed CVB funding the un-sponsored areas.

Schmid added in feedback regarding capital campaign and funding requests. Discussion was had regarding the commitment levels of businesses in Clermont County and opportunities for additional funding.

Meeting adjourned



(Signed)

8-27-14

(Dated)