

Minutes of the September 22nd Clermont County Convention & Visitors Bureau

Meeting was called to order by Chairman Jim Comodeca at 11:45 A.M. Members Jeff Lykins, Andy Kuchta, Jeff Bauer, Paul Schmid, Linda Fraley, David Uible, and Brian Wipprecht were present. Consultants Mark Faust and Chris Smith were also in attendance along with CVB Director Mark Calitri.

Minutes- Minutes of the August 25th meeting were presented and reviewed. Motion to approve these minutes was made by Andy Kuchta, seconded by Jeff Lykins. Motion passed.

Financials- Year-to-date financials were presented by Director Mark Calitri and Treasurer Linda Fraley. Revenues are up year over year by 6% to date. This is consistent with what is being seen at the hotel level as well. Key line items were presented that were at or exceeded the annual budgetary limits. Specific line items: Marketing and promotion, Auto, Meetings, meals and travel, and Salaries. Information was provided explaining each line item that were at or exceeded budgetary limits. Forecasted budget for remainder of year will be presented to Linda Fraley and then to the BOD during the October meeting. Unexpected maintenance expenses on the CVB vehicle were noted. Major expense of salary and benefits are still tracking close to budget for the year. Travel expenses are also being held equal or slightly below targeted budget for the year.

On the balance sheet side, the CVB continues to maintain checking account balances equal to approximately 3 months of operating activity (\$100,000). Excess positive monthly cash flow is invested in our Edward Jones Investment account. We also continue to maintain a Share-Fax Credit Union Maximizer Savings account with the maximum insurable balance of \$250,000. Motion to approve the financials as presented was made by member Jeff Lykins, seconded by member Paul Schmid. Motion passed.

Hotel Report-

Member Brian Wipprecht reported that regional hotel revenues were up an average of 5.9% for the year. Room occupancy is up year over year as well. September appears to be a very good month for strong occupancy and revenues as well.

Directors Report

Soccer

Considerable discussion occurred over the field conditions at the Batavia Soccer Complex. Management there seems inattentive to the urgent need to prepare the fields and surrounding physical facilities for the upcoming 2016 soccer season. Tournaments are scheduled to begin in April of 2016 yet the fields remain in questionable condition. It was decided that the CVB would send a letter to the owners expressing our concerns and suggestions noting what physical, operational, and logistical issues need to be addressed based on our experience with other sports complexes and venues.

Sales & Marketing

Some new staff assignments and responsibilities have occurred. James Barger is still our principal marketing and sales specialist booking primarily sports events. Sara Mantel Gleason and new staff addition Margaret Bedillion will focus on sales of non-sports events as well as client services and support in order to insure that we service the client AFTER the sale insuring that the group's needs are taken care of and that they have a positive experience and image of Clermont County before, during, and after their event.

Kiosk Program

The CVB has elected to engage in a pilot program to acquire a single tourism information kiosk machine at a cost of \$3,000. The machine will provide maps, local features, event details, advertising, and general information about sites, attractions, and things-to-do in our community through a touch screen application. Ads will be sold to area retailers. The CVB will receive 10% of the annual ad revenue stream. It is estimated that the CVB investment in this machine will have a payback within 24 months. This first machine will be located in the Holiday Inn Eastgate lobby. We will assess the utilization, effectiveness, and ad revenue generation before making commitments to acquire additional kiosks.

New Hotels in our Marketplace

A new HOME 2 SUITES product to be built in Eastgate will commence construction in 2016 once the current Hampton Inn completes their remodeling program. The two hotels share common ownership and will position themselves as alternative price points and type of stay.

A new Hyatt Place hotel is also scheduled to come into our marketplace in the Ivy Pointe complex once construction by Children's Hospital and Mercy Hospital get underway.

Statewide Recognition

Director Mark Calitri has been selected as Secretary of the Ohio Convention & Visitor Bureau Association. This will serve to raise the Clermont County CVB profile and brand as we gain state-wide recognition and momentum.

There being no further business, the meeting was adjourned at 1:10 P.M. The next CVB meeting will be October 27th



11/2/15

Secretary

Date