

**Clermont County Convention & Visitors Bureau  
April 28, 2015 Board of Directors Meeting**

**Call To Order-** Chairman Jim Comodeca called the meeting to order at 11:47am

**Members In Attendance-** Paul Schmid, Andy Kuchta, Jim Comodeca, and Linda Fraley, Jeff Lykins

**Minutes of 3-24-15 Meeting-** Minutes from the March 24<sup>th</sup> meeting were distributed, read, and reviewed. Motion to approve these minutes was made by Paul Schmid, seconded by Andy Kuchta. Motion passed, minutes approved.

**Investments-** Tyler Hawk of Edward Jones presented a review of current holdings. He advised that the interest rate is anticipated to rise in the near future, but no sooner than September 2015. Hawk recommends an investment strategy of 1/3rds. 1/3 to long term bonds, 1/3 to short term bonds, and 1/3 to stocks. Key issue in his opinion is to add stocks to our portfolio to ensure proper diversification.

**Financials-** Linda Fraley reviewed financials including profit and loss statement and balance sheet. She explained that creating the accounting for the new Clermont Sports Development Corporation is currently in progress. Due to the CVB funding the CSDC, Linda will work with CVB bookkeeping to ensure accurate reporting for both organizations. With bookkeeping still being developed, the board will forgo approving financials until accounting adjustments can be amended and corrected.

**Executive Director's Report & Sales Activity-** Mark Calitri delivered a power point presentation highlighting the success of the CVB on big picture scale. The full annual calendar of events that the CVB supports was shown, along with an update of the soccer development and East Fork State Park. This same presentation will be given at the 4/29/15 Clermont County Commissioners meeting and subsequently uploaded to the CVB YouTube site. Calitri gave an update on the soccer development. The new fields are currently under construction with excavation slated to be finished soon and the landscaping company to begin sowing grass seed. Calitri re-announced the ground breaking ceremony at the Red Barn on May 7<sup>th</sup>.

Mark Faust presented to board that based on the success of the CVB and the new potential for great success with the new developments, that it's time for the CVB board to begin the process of thinking of vision in respect to our future plans. The questions to ask are what can we do now to increase our success? What are some of our potential roadblocks? What are our potential options? What does our CVB calendar look like? What does our future look like?

Paul Schmid, described the chamber agenda for the future program. He recommends the CVB 5 year plan should include a section for what smart development should look like and coordinate

with the agenda for the future key action areas such as recreation, green space, outdoor activities.

Fraley discussed that communities are coming to our CVB board members with ideas for developments and future events. She questioned the need for an overall study for what demand is available for events. She specifically mentioned disc golf in Goshen Township.

Andy Kuchta reviewed boards previous months discussion on feasibility studies.

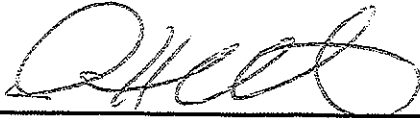
**Rowing update-** Schmid reviewed East Fork updates. Beach house is on track for May 1 completion. New docks have been received and put together. New wakeless launches are in and have already been used for CJRC's first regatta of the season. He is using two for practice sessions.

Schmid also recommended that the board begin considering the next phase of capital requests.

Next CVB Board meeting was announced as May 26.

**Adjournment-** There being no further business, Chairman Jim Comodeca adjourned the meeting at 12:45 P.M.

Signed



Date

5/26/15