

Clermont County Convention & Visitors Bureau
Board Meeting on site
March 27, 2018

Attendance: Jeff Bauer, Greg Holman, Jeff Sperry, Nick Baker, Mark Simon, Jim Comodeca, and Jeff Blom. Also in attendance: Pat Crowley and Jay Fossett, from Strategic Advisers; Tracey Derico.

Strategic Advisors Pat Crowley and Jay Fossett presented a positive plan for Public Relations, promoting the CVB, crisis management,

The Board thoroughly discussed the presentation after Crowley and Fossett left the meeting. The Board expressed a positive response to the Strategic Advisors message.

Motion: Greg Holman made a motion to utilize Strategic Advisors for a period of three months in an amount not to exceed \$9,000. Nick Baker seconded. All in favor. Motion passed.

Minutes: The CVB Board Meeting minutes from Feb. 27, 2018 meeting were looked at. A motion to accept February's minutes was made by Nick Baker, second Greg all in favor. Motion passed.

Financials: Chuck Tilbury was not in attendance but had met previously with Jeff Blom in order to give him the report. Jeff gave the report on financials. If the board has questions they are encouraged to speak to Chuck Tilbury.

The Board discussed a proposal to enter into an audit for the years 2012 – 2017.

Motion: Nick Baker made a motion to spend \$14,500 on an independent audit by a northern Kentucky firm, Van Gorder, Walker & Company, for years 2012 – 2017. Greg Holman seconded. All in favor. Motion passed.

Jim Comodeca wants to create an ad hoc committee to determine the next step for the Clermont Sports Development

Director's Report:

- Jeff Blom went over the STR report. We are looking forward to higher numbers as spring season gets underway.
- GeoWoodstock numbers are trending up.
- Marketing collateral: We are working on two marketing pieces - one for meetings/conferences and one for sports.
- Jeff will be attending NASC in April He is hoping to meet with 25 – 30 sports planners at this convention. We are looking into places to hold the Tough Mudder; it would bring in over 8,000 participants to the county.
- We have a new rowing event, Sept. 29, Queen City Classic.

- Simpleview trainer Chris Martin (along with another person Chris is training) is coming April 11 & 12, for two full days of training. There are two more years of contract with Simpleview; at that point a decision can be made about extending or cancelling the contract.

Jim Comodeca made a board member recommendation of the CEO of Clermont Family Cancer Center, Payal Patel. She is uniquely qualified.

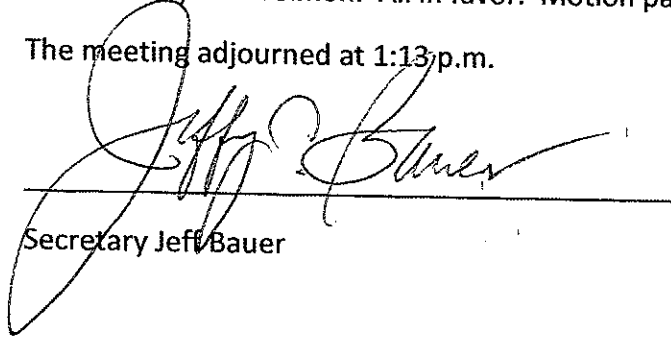
Motion: Jim Comodeca made a motion to approve Payal Patel's appointment, Mark Simon seconded the motion. All in favor; motion approved.

The Board still has one seat open. Suggestions are welcome.

Motion: Motion to go into executive session for discussion of the legal issue was made by Nick Baker, seconded by Mark Simon. 1:02 p.m.

Motion: Nick Baker made a motion to come out of executive session at 1:12 p.m. Motion was seconded by Mark Simon. All in favor. Motion passed.

The meeting adjourned at 1:13 p.m.


Secretary Jeff Bauer


Date