

**Minutes of the Clermont County Convention & Visitors Bureau Meeting
April 22, 2014**

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

Minutes of the March 25th Board Meeting- Minutes from the March 25th Board meeting were presented and reviewed. Motion to approve minutes was made by Andy Kuchta, seconded by Paul Schmid. Motion passed.

Investment Committee- This agenda item was tabled until next board of directors meeting.

Financials- Financials for the individual month of March were presented and reviewed. Marketing and promotion expenses were reviewed as well as other significant line items. Specific line item will be added to financial statement reflecting name of 'program activities'. This code will show activities related to community asset development such as our dock repair allocation. Motion to approve the financials as presented was made by David Uible and seconded by Andy Kuchta. Motion passed.

Executive Director Update

- Star Report presentation made by Brian Wipprecht. Occupancy and ADR was reviewed. March demand in Clermont County was down 6.8%, while Cincinnati market was up by 6.3%. Brian attributed the reduction to road construction. YOY Price per Available Room was also down.
- Sales success reviewed
- Reds night discussed
- Landscaping for I 275 was discussed.
- Clermont Connection TV show was reviewed.
- Directors speaking and community engagement discussed
- Refocus of sales effort discussed. Goal is to produce more room nights from created sports events and using our existing facilities and assets to their full potential.
- Sales focus for next 90 days will be towards created events and low demand times.

State Capital Appropriation Request- Paul Schmid provided the board the update on the capital request. Clermont County is in waiting stage in hearing from ODNR on exact specifics on what they will provide. At minimum, bathrooms will be torn down and rebuilt starting in May. Mr. Schmid reviewed the Director of ODNR's visit on 4/3. He reported all levels of government were involved. He anticipates ODNR wanting to make summer announcement. He reported on \$144,000 dock grant request.

Special Project Update-Chris Smith reported to the board on several key projects that he is working on.

[REDACTED] The group is looking at Batavia and needs indoor facility. This group, if brought

[REDACTED]

[REDACTED] Informational handout was provided.

-Mr. Smith reported on potential Loveland hotel development and its economic impact. Informational handout was provided.



(Signed)

5-26-14

(Dated)