

Clermont County Convention & Visitors Bureau October 25, Board Meeting

Attendance: Board members: Jim Comodeca, Jeff Bauer, Linda Fraley, Andy Kuchta, Chris Hamm, Dave Uible, and Director Mark Calitri. Also in attendance: Consultant Mark Faust, Nick Baker, and Tracey Derico.

Minutes: A motion to approve the minutes of the September 26, 2016 Board Meeting was made by Linda Fraley seconded by David Uible. All in favor, motion passed.

Finances: Mark reported the investment program is continuing to show strength and to produce positive results. Linda drew the board's attention to the 2017 budget. The board discussed line items and will finalize the 2017 budget at November's board meeting. Mark said he has been studying other CVB's across the US and we have two very successful operations in our backyard, Butler and Warren County. As our CVB has evolved we need to now add in an events position to take us to the next level.

The hotel development-RFP is due on 10/31. HLA is reporting some very good interest from developers. Wingate recently held their annual meeting and this location was discussed and tentatively approved to begin the research process. Locally, MCR who manages Homewood Suites, is expressing interest. Nick Baker said his company was looking, too.

Sarah Gleason has been stepping it up and being very visible in the community and working hard to improve our communication with our partners. She has a newly created quality marketing piece highlighting our tourism success.

The statistics are provided by the State of Ohio. It will be provided to hotels, all three chambers, community leaders, Community Journal, our state representatives, and the CVB website.

Sarah has worked hard on the visitor guide project and has been on numerous appointments to meet our stakeholders and key members of the community to get their input and encourage collaboration. The project will be ready by 2017.

Here are the key September sponsorships: Clermont County Fair at \$5,000, Pumpkin Run Ad in their car show program \$300, Friends of East Fork Halloween event \$300, 3v3 Live two soccer events \$1,304.

Mark Calitri's spending authority is constrained only by the budget. Mark will spend appropriately. The board will further discuss this at the next meeting.

After board discussion, Andy Kuchta made a motion to adjust the 2016 budget in the following line items: Staff training, \$7,500; Consulting, \$60,000; Repairs, \$1,000; Technology \$20,000. The motion was seconded by Chris Hamm. All aye, motion passed.

The Clermont County Chamber Pacesetter Dinner is November 10. Mark asked the board to let him know if they would like to attend.

Jim Comodeca reiterated the non-disclosure clause is in place. Nothing talked about here should leave the room.

- Adjourned 1:11 p.m.

12-20-16

Date



Secretary Signature