



CLERMONT COUNTY CONVENTION & VISITORS BUREAU  
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**Clermont County Convention & Visitors Bureau  
Board of Directors Meeting  
August 23, 2016  
Holiday Inn**

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

**Finances:** Linda Fraley continues to work closely with Mark Calitri on finances. Our investment program did outstanding this summer, it is up almost \$15,000 since June. The board discussed the budget; there were no amendments needed.

**Executive Director Update:** The executive board recommends to extend Tamala Russell's term for the next three years. The Commissioners will take it up at their next meeting.

Mark gave an update on Brian Wipperecht – He is now at Holiday Inn in downtown Cincinnati.

The STR year to date report given to the board: Mark reported the CVB has been invited to sit on the Tourism Council, we have not been a part of the Council before. Clermont County is up 6% occupancy over last year. We led the region in REV Par growth (rates combined with highest dollar from those rates.) Tamala Russell acknowledged the value of the CVB's work in assisting the hotels during "need" times.

Jim Comodeca reminded the board that as the study reports come in they are confidential and need to remain confidential. We don't want our competition to receive the information. Mark made a call to our analyst Eric Hansen, president of the Ohio Travel Association. The call was placed on speaker phone and allowed the Board to directly ask questions of Eric Hansen. Hansen gave a brief summary of the draft report.

The SFA survey is going to be sent out to potential users, to local stakeholders. There is a second group analyzing a 5 mile drive time from Cincinnati; the survey process will take 3 weeks. We should receive the report within 30 days.

FC Cincinnati is interested in Clermont County. They are being courted by everyone in our region. Jeff Berding, President of FC, likes the services he has received here, likes the location, he has skin in the game. We facilitated the deal with Red Barn, and we are now reaping the rewards. [REDACTED]

Jim Comodeca said this opportunity could be a real game changer for the county. The CVB will be conducting a FAM tour with Jeff Berding to the Atlanta site visit. No competition will be going on this site visit, thus

eliminating any competition. The CVB will be paying the costs of this visit. Jeff Berding has employed architect Dwayne Boso's company, MSA Architects to create and design the concept for the facility.

Motion to make a budget adjustment to add an additional \$7,500.00 to the program activities category to cover air fare and meals to and from the Atlanta site visit was made by Linda Fraley, seconded by Chris Hamm. All in favor. Motion passed.

The Experiential Tourism study begins this Monday and Tuesday with our consultant, Joe Venito, going to many of our attractions. The report will be available next month. The information will give us answers to "What opportunities exist and can be developed?"

Mark will have a powerpoint success summary next month to share what the CVB has accomplished.

Linda brought up the consideration of moving the CVB. It will be open for discussion. If FC Cincinnati comes out, the CVB property becomes more valuable. If we build something sophisticated, we might want to include space for the CVB.

Adjourned 12:47 p.m.

9-27-16

Date



Secretary Signature