

Clermont County Convention & Visitors Bureau Board of Directors Meeting May 24, 2016

Attendance: Director Mark Calitri, Board Members: Jim Comodeca, Jeff Bauer, Linda Fraley, Chris Hamm, Andy Kuchta, Tamala Russell. Mark Faust, Tyler Hawk, and Tracey Derico were also in attendance.

Minutes: A motion to approve the minutes of the April 26th, 2016 Board Meeting was made by Andy Kuchta, seconded by Linda Fraley. All in favor. Motion approved.

Financials: Tyler Hawk, Edward Jones Financial Advisor, gave the Board a positive update on the CVB investment account: 3.3% gain, 50/50 mix bonds/stocks, 41% mutual funds/59% ETF's. Tyler Hawk advised the Board to give him notice if money would be needed for a project.

On reviewing the financials, Linda Fraley said the numbers are right on line. She explained program activity numbers are higher than normal due to time of year. When/if the Board sends Mark in a different direction, a motion to approve funds would be necessary to that effort.

Mark reports year to date income is up 17% over last year's revenue.

A motion to approve the financial report was made by Andy Kuchta, seconded by Chris Hamm. All in favor, motion approved.

Executive Director Update: The purchase of the STR Report provides solid factual information. Mark broke the report down into 3 categories: all hotels, Eastgate hotels, and Northeast hotels. Clermont County hotel revenue is up 14%.

Community Support Review is comprised of two areas: Group Sponsorships and Tourism Assistance Grants.

Group Sponsorships

Beast of East (Tough Mudder) in June. Young Life Ministries hosting at East Fork \$500 To
TOPO Adventures: \$500 Trail marathon, Eastfork Challenge Adventure Race, 6 hours Endurance
mountain bike series.

Clermont County won the bid for 3v3 Live Soccer. There is a June Regional Qualifier and July Regional
Championship. Held at BCRL and Miami Meadows \$1,500.

Tourism Assistance Grants A new request for New Richmond has been received. The budget is \$2,500.
Request is for \$5,000 - boat race, cardboard boat race, River Days. Ray Perzek came in to the CVB and
presented the package and request. After discussion Chris Hamm made a motion to increase the amount to
\$5,000 for New Richmond. Seconded by Andy Kuchta. All in favor, motion passed. Jim Comodecca abstained.

Kings Hammer played first games at Red Barn facility. This is a newly created event that drew about 150 room
nights and 1,700 athletes. This level of competition taxed our fields and they are still recovering two weeks
ter.

Joel Barnhill has come on board, replacing Jim Barger. He is already off and running! He met yesterday with
the Cincinnati CVB and is working with them.

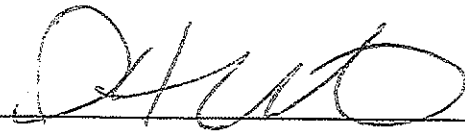
Visioning / Position of CVB: Mark Faust began by saying we need to celebrate our success. He reviewed the potentials for Clermont County as given by the Board. The need for a major convention/conference center was discussed. The Ohio River gives us a competitive edge and is a huge asset. Development of the Sports Corp. is important as is drawing people to the western part of the county. Mark Faust encouraged a 3rd party verification for development. He also suggested a committee to assist Mark Calitri in the process. Andy Kuchta and Jeff Bauer volunteered.

Board adjourned 1:00 p.m.

Tamala Russell gave the Board a hotel room inspection tour.

7/26/16

Date



Secretary Signature