

Clermont County Convention & Visitors Bureau Board Meeting

Minutes of the February 23rd, 2016

Attendance: Mark Calitri, Jim Comodeca, Chris Hamm, Paul Schmid, Tamala Russell, Tracey Derico

Minutes – Minutes of the January 26 meeting were not approved due to lack of a quorum.

Financials - Director Mark Calitri presented year to date financials. The CVB continues to maintain a checking account balance of \$100,000, as an emergency reserve. The CVB has a Sharefax savings account which is for liquid money, we have two Edward Jones investment accounts, and a Scott Trade Investment. The spreadsheet shows month by month income, with all expenses. The good news is that the CVB is off to a really good start in 2016.

Director's Reports

Mark Calitri noted the official notice received from the Board of County Commissioners approving Tamala Russell's appointment to finish out Brian Wipprecht board member term.

East Fork wants to build a shelter for life jackets at the cost of \$3800.00. The watercraft division of ODNR is asking for assistance. Jim Comodeca suggested sending out an email summary and vote. The vote will then be confirmed at next month's meeting.

Marketing update on the kiosk at Holiday Inn: advertisers are participating and we are receiving positive feedback. The CVB is wanting to expand to other hotels if the initial kiosk testing proceeds in a positive way.

The website is still about 2 weeks away from re-launching. It is looking good. Each of the components will help visitors find the information they are looking for, including a booking engine.

The new CVB marketing campaign is trying to clearly identify our location to outside meeting planners, sports planners, and corporate planners. We participated in a national contest for a new logo and slogan through a website company, capitalizing on Cincinnati. We are going to do a marketing plan in Columbus trying to convince people to come down to Cincinnati East.

Sales Update

Jay Basil is picking up extra events, more tournaments.

Mark and Jim Barger had a productive meeting with West Clermont superintendent and athletic director. They are wanting to host larger educational events and regional events; football, swimming, wrestling, etc.

Kings Hammer deal is ongoing, looks like tournaments will begin in the fall. There is a Sound Car show coming in April at Red Barn.

MOGA update: 5 Woodstock people are coming to look at Cincinnati in April. We will roll out the red carpet for them! MOGA is at East Fork in April.

We are additionally focusing on sports and non-sports sales Margaret Bedilion is working on associations, corporate groups, and weddings. She is also working on existing business, capitalizing on room nights from every single group.

We want to start a Visioning Process. Where are we going, what kind of strategy and vision do we have? Where do we utilize our funds? In upcoming meetings this will be addressed.

There being no further business, the meeting was adjourned at 12:00 p.m. The next CVB meeting will be March 22.

3-22-16

Date



Secretary Signature