

Clermont County Convention & Visitors Bureau
March 22, 2016

Call to order Meeting was called to order by Chairman Jim Comodeca @ 11:35 a.m.

Attendance The following members were in attendance: Jim Comodeca, Dave Uible, Andy Kuchta, Jeff Bauer, Paul Schmid, Tamala Russell, Chris Hamm, and Director Mark Calitri.

Approval of January 26th Minutes The minutes of January 26, 2016 CVB Board Meeting were presented and reviewed. Motion to approve the 1/26/16 minutes was made by Dave Uible, seconded by Andy Kuchta. Motion passed.

Approval of February 23rd Minutes The minutes of February 23rd 2016 CVB Board Meeting were presented and reviewed. A motion to approve was made by Paul Schmid, seconded by Chris Hamm. Andy Kuchta abstained. Motion passed.

Finances Director Mark Calitri stated County Auditor Linda Fraley has increased her role in the governance of the CVB. Mark introduced a letter from her and Chuck Tilbury, Assistant County Auditor, where he summarizes the report about the revenues and budget. The closing statement of the letter says that they believe the financial statement presents a fair presentation of the activity of the CVB year to date.

Mark explained marketing and promotion is slightly up over last year due to covering annual sponsorships ahead of schedule. Additional expenditures are in line with budget. Lodging tax is skewed due to Holiday Inn catching up from a late payment. February lodging tax is up about \$5,000 over last year, so it is trending up. Wages and salaries are up in January because of commissions to James Barger. Margaret Bedilion is also earning commission. As program activities are board approved, the annual budget will be increased to match board approval.

We received notification from the state that a standard AUP audit has been scheduled. It is an Agreed Upon Procedures audit, something the state does regularly with non-profits. They review balance sheets, financials, procedures, they ensure proper order. The audit is done in their office. All paperwork has been submitted.

A motion to accept finances as presented was made by Dave Uible, seconded by Jeff Bauer. Motion passed.

On the Board of Directors renewals and additions, last month we had Chris Hamm and Tamala Russell join us. Both Chris Hamm and Tamala Russell introduced themselves and were welcomed by the Board.

The CVB has budgeted monies for local public fairs, festivals and small community activities. We have a process in place when someone requests money, they have to fill out a detailed request form giving

the CVB pertinent information. The staff can then make a decision whether or not to approve the request. Mark brings that information to the Board so they are aware of what activities are being supported. The Board requested Mark to send the form to the board members. The CVB stays away from supporting private events, giving support to public and non-profit events. Mark stays within 3 percent of the CVB annual budget for the fairs, festivals, and events.

The CVB has received three new unbudgeted requests for support - One request comes from Rex Parsons for the East Side Adventure Challenge, a mudder event scheduled for May 7 at the township. He requested \$2,000. The Board agrees this event fits within the budget and fits with what we are trying to achieve.

[REDACTED]

The third request is from the State, ODNR is asking for \$3800. They are wanting to build a permanent lifejacket swing, for an "on your honor use." A motion to fund the ODNR request up to \$3800 was made by Dave Uible, seconded by Paul Schmid. Motion passed.

Soccer Field Update / New Developments

Engineering at the Red Barn messed up, so sod is going in this week. Kings Hammer will start paying in April. A soccer camp from Barcelona is coming this year, but not producing a lot of hotel rooms. Kings Hammer will play a few events in the fall, but they are "all in" next April.

We have been approached by the Cincinnati United Soccer. They own a very nice facility in Batavia Township, but they are looking for additional permanent or some bubble facilities. The CVB role is to be a catalyst - to introduce, broker, encourage people to meet the right people. Matchmaking and leverage is our service. There was discussion on purchasing land and leasing it to a club, letting them develop it. There will be further discussion.

There was a second 30 page business plan for a development of an indoor soccer facility presented to the CVB. Again, the CVB's part will be to facilitate the right people getting together to make things happen.

Painting a picture of the CVB, Mark introduced an article from the Clermont Sun showing Clermont County's outperformance over the area counties. Revenue per available room is the criteria. Clermont County is doing well currently and the future looks good going into 2017. With 2017 Geocaching Woodstock, a five day event, and Kings Hammer soccer events, the future looks good.

The CVB is purchasing the Star Report. The report gathers accurate information on hotel occupancy and rates, necessary to providing reports. The Star report will be \$2-2500 per year.

James Barger is leaving the CVB, going to a home health company. It is bittersweet to lose him. We will do a promotion for him. There are two other people in the office assuming his work.

Mark Faust's book, High Growth Leverage, is all about visioning. Mark wanted to provide it for this meeting, however printing multiple printings will be costly. The book is available online. It was suggested that every quarter to do some visioning, perhaps dedicating a whole meeting to it this fall.

Rowing is on course! Libby Beene hosted the Sarasota Invitational Regatta and asked Leila to help earlier this spring because they were low on volunteers. Mark, Sarah and Joel then volunteered. They all came back with valuable information. Customer experience is what it's all about!


Reciprocity with CJRC is going well. The director of the CJRC called Friday afternoon at 5 to ask if they could use East Fork. Mark Calitri assisted hosting of the event and providing needed resources.

Mark put a bid in for the Big 10 Rowing Championships, but available rooms are an issue. Hotel rooms are being filled and Clermont County is in need of more hotel product.

Adjourned 12:40 p.m.

4/26/16

Date



Secretary Signature