

Minutes of the August 25th Clermont County Convention & Visitors Bureau Meeting

Meeting was called to order by Chairman Jim Comodeca at 11:45 A.M.

ATTENDANCE: Jeff Bauer, Brian Wipprecht, Linda Fraley, Jim Comodeca, Jeff Lykins, Andy Kuchta, Mark Calitri, Chris Smith, and Mark Faust.

MINUTES OF JULY MEETING Minutes of the July meeting of the Clermont County Convention & Visitors Bureau were presented, read, and approved. Motion made by Linda Fraley.....seconded by Jeff Lykins.

FINANCIALS Year to date financials were presented by CVB Executive Mark Calitri and Treasurer Linda Fraley. Lodging tax revenues were missing from two of our hotel partners due to a timing of remittance situation. None-the-less, revenues to date are up slightly and tracking along close to budget for the year. Discussion of investment amounts and allocations in the current interest rate environment and financial atmosphere took place. Motion to approve the financials as presented was made by Andy Kuchta, seconded by Brian Wipprecht. Motion passed.

PRESENTATION BY BOB BERENDEEN.....IDEA ZONE MARKETING- Presentation of the purchase or lease of touch screen kiosks showing area attractions, activities, maps, dates, times, locations of events supported by area business advertising, coupons, and special offers. Price of each kiosk purchased is \$3,000. Concept is to sell up to 48 ads per machine to local business at an approximate cost of \$30 @ month per ad. Advertisers that utilize multiple machines may be provided a discount to be determined. Revenue potential per machine is \$17,000. The CVB would receive a 10% cut of this revenue stream (\$1,700), thus recovering their investment within a two year time frame. Probable first location would be our major hotel partner Holiday Inn Eastgate. Secondary locations of machines could be Eastgate Mall, Jungle Jim's or Clermont Chamber. A motion was made and approved allowing CVB Director Mark Calitri to enter into negotiations to establish a working document and agreement on one machine initially. This agreement will be brought back to the CVB board at a subsequent meeting. Motion made by Andy Kuchta, seconded by Jeff Lykins. Motion passed.

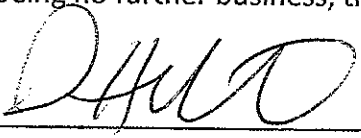
ARK ENCOUNTER Mark Calitri shared with the board a construction, marketing, and promotional video showing the soon-to-be completed ARK ENCOUNTER less than an hour drive from Cincinnati. The attraction is forecasting over 1.2 million visitors in its first year of operation. It is similar in scope, scale, and concept to the CREATION MUSEUM and will have both a national and international draw. The CVB is currently exploring ways to connect and capitalize on this newly emerging theme park.

CVB STAFFING

Mark Calitri shared his strategy for staffing the CVB going into the fourth quarter of 2015 and on into 2016. Job descriptions are being reviewed and in some cases, re-written. Two additional part time employees are anticipated. One is in the sales and marketing area, and the other in an event servicing capacity providing client care and attention after the sale has taken place and through the event occurring here in Clermont County.

FUTURE BOARD MEMBERS Our final discussion centered on the make-up of the CVB Board of Directors and the need (?) for additional board members. Two meetings ago, we spoke of the desire to connect to two major Clermont County sectors.....our educational community and our major corporate employers. The recent addition of Dean Jeff Bauer (UC Clermont) is thought to be an excellent addition and an important strategic fit. The next area was that of private sector, major Clermont County employer representation. Two thoughts evolved. First was "leave well enough alone" since we currently have an excellent group of directors that work well together. The second idea, put forth by Linda Fraley, is that we set up a small subcommittee that vets potential board member additions and brings recommendations to the CVB Board for consideration. We have periodically considered board member additions that would have strategic connections to an industry, activity, sector, or hobby that would bring visitors, vendors, and patrons into our community. The equestrian, collector automotive or seminar/ professional training category are examples of these.

There being no further business, the meeting adjourned 1:15 P.M.



Secretary

9/22/15

Date