

**Clermont County Convention & Visitors Bureau
Minutes from October 28, 2014**

Call To Order- Chairman Jim Comodeca called the meeting to order at 11:40 A.M.

Members in Attendance- Andy Kuchta, Linda Fraley, Jim Comodeca, Paul Schmid, David Uible, Jeff Lykins, CVB Executive Director Mark Calitri, and advisors Chris Smith and Mark Faust.

Approval of Minutes- Motion was made by Jeff Lykins and seconded by Paul Schmid to approve the minutes of the September 23rd meeting subject to noting members that were in attendance. Motion passed.

Financials- Financial information on the CVB for the first 10 months of 2014 was jointly presented by Treasurer Linda Fraley and Director Mark Calitri. A procedural change was noted. If there is a variance from the previously approved budget, that line item will be brought to the board's attention. It will be explained, discussed, and a board motion required to adjust or amend that line item. Motion to accept the financials thru October was made by Andy Kuchta, seconded by David Uible. Motion passed.

2015 Budget Presentation- Mark Calitri then presented the 2015 budget to the board for review. Revenue is projected at a 4.7% increase over the 2014 revenue numbers. While the budget numbers look to be acceptable, the 2015 budget will be re-presented again at the November CVB Board meeting. This will allow board members opportunity to examine this document, and review, adjust, or amend next month.

Staffing and Organizational Chart- Mark Calitri next presented an organizational chart to the board showing staffing, duties, responsibilities, and reporting relationships of staff and consultants anticipated for the CVB in 2015. Adjustments to this org chart may occur once budget is finalized for 2015 in the next 30 to 60 days.

Investment Opportunities- The Board continued its discussion from last month relative to investment vehicles, instruments, wealth managers, and the fees associated with the management of investable CVB funds. The objective remains the same.....to achieve a better yield on CVB assets then leaving them parked in a traditional checking or savings account while minimizing risk, insuring flexibility, and investing for a modest duration of time. Comparisons were made between the investment services of Edward Jones thru agent Tyler Hawk, or Park National Bank's Wealth Management Department. Both assess an annual fee. Member Dave Uible suggested that we explore a self-directed / self-managed option at a lesser fee structure. A suggested avenue was Scott Trade. The CVB already has an account with Scott Trade. It was agreed that further investigation would take place. Result to be shared with the CVB board at its November meeting.

Rowing / Regatta Issues- Mark Calitri presented a request to the CVB board to provide initial capital needed to fund the rowing infrastructure necessary to retain existing and attract new rowing events into Clermont County for 2015 and beyond. The importance of having an attractive, functional, and competitive venue for top caliber national rowing events was discussed. A detailed list of assets to be acquired was presented and reviewed. Total expenditures needed were \$234,900.00. The rationale for this expenditure was four-fold:

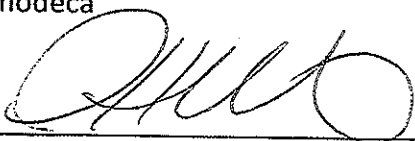
1. It is consistent with the mission of the CVB in generating room nights and tourism
2. It makes Harsha Lake, Clermont County competitive with other national rowing venues
3. We have an extensive history of rowing events at our unique site / venue
4. The probable return of the capital expended occurs within 2 rowing / regatta seasons

A motion was made by member David Uible and seconded by member Linda Fraley to establish an entity to be called Clear Mountain Water Sports Development and to provide initial start capital of \$234,900 to be disbursed as detailed in the ROWING CAPITAL CAMPAIGN document. Motion passed. Members Paul Schmid and Jim Comodeca were tasked with researching the most advantageous organizational structure and relationship of this entity to the CVB.

Soccer Update- Discussion regarding the impact of the CVB acquiring, controlling, and operating sports fields.....particularly for soccer tournaments though not exclusively for this purpose took place. Members asked that Director Mark Calitri and advisor Chris Smith continue to look at suitable field sites where the CVB might either acquire, partner, or lease for soccer, lacrosse, softball, baseball play purposes. Findings on sites will be provided to the board at future meeting. Forecasted room nights and revenue projections were included.

Expo-Building- The third initiative that the CVB currently is engaged in is the potential partnering with the Clermont County Fair Board on an Exhibition Building that would be located and built upon donated ground at the county fairgrounds site in Owensville. State Representative Dave Hall from Holmes County came to Clermont County at the invitation of State Fair Board representative (and Milford resident) Greg Simpson, State Senator Joe Uecker, and State Representative Doug Green to share the methodology of securing funding for this 45,000 square foot multi-purpose building. The building would be an economic / community development project jump started through the in-kind contribution by the Fair Board of the site. Funding for the Holmes County Expo Center came through a combination of State Capital funds, ARC funds, OPW funds, and private sector donors, contributors, and facility naming rights. There will be more to report at subsequent CVB meetings as we explore this possible initiative and the role that the CVB might play in serving as the booking, event, and coordination agent.

There being no further business, the meeting was adjourned at 1:10 P.M. by chair Jim Comodeca



Secretary

11-25-14

Date