

**Clermont County Convention & Visitors Bureau
January 26, 2016 Board of Directors Meeting**

Call to order Meeting was called to order by Chairman Jim Comodeca at 11:42 a.m.

Attendance The following members were in attendance: Jeff Lykins, Andy Kuchta, Dave Uible, Linda Fraley, and Jim Comodeca. Guests were Nick Baker and Chris Clingman. Executive Director Mark Calitri as well as consultant Mark Faust were also present.

Introduction of Guests Mr. Nick Baker was introduced as the new GM of the Holiday Inn Eastgate. He was hired in January of 2016 and was previously the assistant general manager.

Approval of December 15th Minutes The minutes of last month's CVB Board Meeting (12/15/16) were presented and reviewed. Motion to approve the 12/15/16 minutes was made by Andy Kuchta, seconded by David Uible. Motion approved.

Finances Treasurer Fraley reviewed financial results from year end 2015. Key items were highlighted. The CVB had a push to collect hotel tax collections that were in arrears from 2015. All payments are now current and up to date. .
2015 Revenue was up over budget. 2015 Revenue was up over 2014 '14 588,049 vs. '15 617,153 up \$29,104 or 5%. Key factors where highlighted: Fairfield Inn was undergoing major renovation during key months, Hampton undergoing renovation during fall, Comfort Suites is the hotel with the most opportunity to improve in 2016. Motion to approve the December and year end 2015 financials was made by Andy Kuchta, seconded by Jeff Lykins. Motion approved.

Hike/Bike Trail-New Development Presentation

Mr. Chris Clingman, director of Clermont County Parks presented an update on the Williamsburg Batavia Hike Bike trail. A full map of the completed portion of the trail and potential new strategic plan was presented. Clingman will be working with the Village of Batavia and the Clermont County Engineer to complete that final phase. He highlighted the importance the trail and the fact that over 1 million guests use East Fork State Park and will have access to the trail. He presented the trail would be a great asset to the community and generate substantial economic impact.

Executive Director Report

- Director Calitri produced the year end Star Report and the 2015 Clermont County sales tax report. Clermont County hotels exceeded the entire region in year over year growth in RevPar. STAR Report Year to Date- Occupancy is up, ADR is up. Clermont County had a great year in receipts from the sales tax. Growth of 9.12% was reported.

These are great results and we are rolling out a gentle victory lap on these results by promoting in articles in the newspaper and communicating the info to the Clermont County and our elected officials.

- Commissioner Uible asked that the BOD consider a strategic master plan for use of funds. Consultant Faust recommended a portion of the next meeting and at regular intervals, the board participate in a brainstorming session. The goal is to identify the top opportunities that have the greatest impact to Clermont County.
- Board of Directors review. Jeff Lykins has officially completed his 3 year term this month and has been asked to join the board for a major downtown group for 2016. He thanked the board and enjoyed his work with the CVB and announced he would not seek a renewal of his term.

Mr. Chris Hamm has been recommended as a BOD position. His Bio and experience was discussed. Fraley would follow up with Mr. Hamm and secure an introduction and meeting.

- Soccer field update

Director Calitri presented an update on the soccer complex at Red Barn. He highlighted the comparison to VOA in Butler County and it took them 3 years to begin play. The Red Barn is trying to rush into play within 10 months. Kings Hammer and the Red Barn are working to set event dates.

Sewage treatment is fully removed now. Opportunity to install watering system and irrigation. \$220k price tag. Kings needs assurances/partnership with owner and negotiations between those two parties is ongoing.

Rowing- The first LOC meeting was held in January and was extremely effective and is off to a great start to the rowing season.

CVB team has been invited to help participate in Sarasota's first regatta of the season in late February. The CVB coordinated frugal discounted travel and accommodations. This will be a great opportunity to learn from one of the top rowing facilities in the world. It additionally creates a partnership for the future.

New bookings include a dual meet in April 2016. Booked entire hotel at Comfort Suites. The goal is to continue to strategically focus on smaller events requiring less manpower and work, but filling up hotels.

Bidding on [REDACTED]. It was reported that these are huge events with prestige. Building the pipeline of events will be crucial to long term success at the hotels.

- Marketing Campaign and Branding discussion

As our CVB has grown and we continue to go after bigger businesses and convince them to come to our area the CVB has found a need for a more clear identity. The CVB has been drilling down and attempting to articulate and clarify in our customer's mind who and where we are.

Consultant Faust reported that many clients outside of Cincy, or event clients in Ohio don't know where Clermont County is located. All of our hotels refer to themselves as 'Cincinnati' and 80% have Cincy addresses. In order to try to reposition and differentiate us, I want to start a marketing campaign to high light our location.

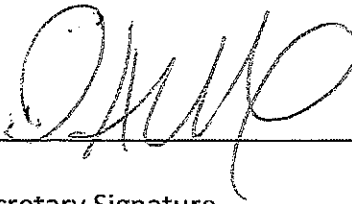
Members had a discussion regarding this opportunity and director will present more information at future board meeting.

The next board meeting was announced as February 23, 2016.

Adjourn There being no further business to come before the Board, Executive Director Calitri adjourned the CVB board at 12:55 p.m.

3-22-16

Date



Secretary Signature