

Minutes of the Clermont County Convention & Visitors Bureau Meeting
March 25, 2014

Call to Order- Meeting was called to order by Chairman Jim Comodeca

Minutes of the February 24nd Board Meeting- Minutes from the February 24th Board meeting were presented and reviewed. Motion to approve minutes was made by Andy Kuchta, seconded by Brian Wipprecht. Motion passed.

Financials- Financials for the individual month of February were presented and reviewed. The CVB continues to operate ahead of budget projections. All expense categories with the are running at a positive variance to date. Linda Fraley will meet with Mark Calitri to review accounting spreadsheet and provide guidance on using this as a management tool. Motion to approve the financials as presented was made by Andy Kuchta and seconded by Jeff Lykins. Motion passed.

Executive Director Update

-Star Report presentation made by Brian Wipprecht. Occupancy and ADR was reviewed. Key figure for hotels is REVPAR. (Revenue per Available Room). The numbers will be down in February due to road construction and weather.

-Sales success reviewed

-Discussion regarding potential use of ARES system. This reservation system is used by several regional CVBs and creates a portal for guests using the Clermont County CVB's website to directly book hotel rooms. The estimated cost of initiation is \$2,500. This system allows for a share of the reservation commission. The reservation company anticipates our CVB to receive approximately \$5,000 in revenue from the use of this product. This investment falls within the budget and spending authority of the Director. A motion by the director was made to pursue this opportunity. Andy Kuchta made a first and Jeff Lykins made a second. Motion passed.

-Phil Gatch reported on the investment made by the CVB. He recommends we adopt an investment policy. Mark Calitri will submit his example to the full board for review and discussion at next meeting. Phil will be sending out a risk tolerance survey.

State Capital Appropriation Request- Paul Schmid provided the board the outline of 2015 rowing update. The CVB's request is now in the ODNR budget. The Director will be coming to Clermont County on April 3rd for a site visit. Mr. Schmid announced several new opportunities for additional rowing events. A review of the temporary dock renovation was discussed. The CVB has the bill for their portion of the project, which came slightly under budget.

Special Project Update-Chris Smith reported to the board on several key projects that he is working on.

- [REDACTED]. This group, if brought to Clermont County would host at least 8 tournaments.

-Mt. Carmel Brewery-We are assisting in getting an official tourism sign listing on I275
-Micro loan program was discussed. Board would support some form of community assistance, but expressed concern over avenue the program is administered. Linda Fraley recommended the CVB act as facilitator to getting the needs of our venues addressed. Andy Kuchta suggested a model similar to the SBA loan guarantee structure. This model allows for a lending institution to underwrite and administer the loan and the role of the government is solely as a guarantor. Chris Smith and Jim Comodeca will research potential partnership opportunities and will provide more detailed information at next board meeting.

Additional item added to agenda-Andy Kuchta presented information regarding the Batavia Low Head Dam project. Jeff Lykins made motion for CVB to provide a letter of support. Paul Schmid second. Motion passed.



(Signed)

4-21-14

(Dated)