

Minutes of the Clermont County Convention & Visitors Bureau Meeting of December 18, 2012

Call To Order

Vice Chair Andy Kuchta welcomed attendees and introduced new board member Jeff Lykins

Recognition

Vice Chair Andy Kuchta and Director Chris Smith recognized retiring board member Don Ackermann for his many years of service and leadership to the Clermont County Convention & Visitors Bureau. Board member Don Ackermann served the CVB for 12 years.

Minutes of the November 15th Board Meeting

Minutes from the November 15, 2012 board meeting were presented, reviewed and approved. Motion to approve made by board member Chuck Tilbury. Motion was seconded by board member Linda Fraley. Motion approved.

Financials thru 11-30-12 and 2013 Budget

Chris Smith presented the year to date (thru 11-30-12) financials for the CVB and the 2013 budget numbers. Income is running 4% ahead of 2012 forecasted. New expense categories will be established. One is memberships separated from marketing. A second is consulting services in order to account for potential fees paid for consultative services related to development of a strategic plan plus select focus group work. Third was (is) local travel, marketing, promotions separated from out of state costs of a similar nature. Anticipated receipts for 2012 are forecasted at \$550,000. On the expense side through various cost containments, we now have slightly over \$130,000 annually in savings that can be re-deployed towards the CVB mission and objectives for the coming year. Subject to these adjustments, the financials and forecasted budget was approved. Motion to approve made by board member Jim Comodeca. Motion seconded by board member Warren Walker. Motion approved.

Banking Update

Chris Smith reported that the \$50,000 previously approved by the board to be moved from our operational checking account had been transferred over to the CVB savings account at Share Fax Credit Union. We are able to secure a 40 basis point rate of return at this time. The CVB still has 3 months of normal operating cash flow on hand in our checking account (approximately \$97,000). Additional transfers over to interest bearing account(s) may be recommended to the board in first quarter 2013. The CVB currently has \$208,000 in savings.

Strategic Plan Consultative Services

Chris Smith presented a plan by consultant Mark Faust to provide assistance to the Clermont County CVB in developing a strategic plan, identifying target markets for our CVB, working with hotel managers / owners and board members to conduct focus group activities and partnering on sales calls and responses to R.F.P.'s assisting staff / management in launching a new sales plan for 2013. The proposed duration of the contract was 6 months. The fee per month was \$4,500. Board tabled this proposal pending clarification and elaboration on the following:

1. Greater specification on metrics and deliverables for the fees paid.
2. Duration of three months with three month option to renew or extend agreement.

Committee to Review Local Assistance Requests

Following the suggestion of board member Barb Wiedenbein, the board assembled a committee of participants that will examine, review, and approve local requests in 2013 for financial assistance for their events, activities, festivals, and so on. Historically the CVB has supported and assisted our local communities in these efforts. Communities will be ask to submit documentation that will allow the CVB to examine use of funds and make approvals. Committee members (board members) are **Jeff Lykins, Jim Comodeca, and Andy Kuchta.**

Teal Town Ball Fields Investment Proposal

Chris Smith presented a request by the Teal Town Athletic Association in the amount of \$6,500 needed to build new dugouts on one of 4 softball / baseball fields to be renovated / upgraded for the coming 2013 season. The Teal Town Ball Fields are one of the county's premier tournament sites. This location presently generates 152,000 attendees / participants in softball and baseball tournaments and generates considerable room nights for our hotel partners in the county. The fields are in need of upgrade. Concerns expressed by the board on this type of infrastructure investment centered on:

1. Financial controls, accounting / bookkeeping capacities, and long term viability
2. Manner in which construction monies might be disbursed / controlled
3. Liabilities associated with expenditure without proper vetting of process
4. Precedent that an infrastructure investment of this nature will establish

The board members decided to table this motion pending answers to these questions and further work on the strategic plan. The issue of whether the CVB should move towards more selective and strategic investments in infrastructure vs. marketing / promotion of events is a crucial one and there was considerable conversation and debate centered on this matter.

Proposed Conferences for 1st Quarter 2013

Several conferences take place in the first quarter of each year that this CVB has attended in the past. A selective number were chosen by management for attendance. One is the Heartland Ohio Travel Association event February 15, 16, 17 in Toledo, Ohio. We have an enthusiastic booth partner with Jungle Jim. They wish to join us at this show as it has several hundred tour operators and travel professionals attending. A motion was proposed to allow the Clermont CVB staff to attend this show with Jungle Jim as a partner, upgrade or improve our trade show booth (which is a bit obsolete) and produce a fresh collateral piece dealing with Clermont County attractions, events, and tour sites. Cost approved include

1. Exhibitor cost of \$1,165
2. Renewal of OTA membership \$300
3. Second attendee \$95
4. Trade show booth upgrade and production of document not to exceed \$5,000
5. Second company at booth plus additional delegate cost to be borne by Jungle Jim

Motion to approve this was made by board member Chuck Tilbury. Second was provided by Natu Bhakta. Motion carried.

Organizational Memberships for CVB

Chris Smith presented a summary of the current professional, educational, and governmental organizations that the Clermont County Convention & Visitors Bureau presently belongs to. Total cost of these memberships is \$15,000 or approximately 3% of CVB budget. This submittal was for informational purposes only, however, a separate expense category has been established on membership expenses. Management is assessing the need or requirement for each of these organizational memberships to determine the cost effectiveness of each.

Reds Rookie League Update

Susan Grodecki (marketing staff CVB) provided an update on the status of our commitment, participation, and partnership on the Reds Rookie League activity for 2013. The Clermont CVB commitment is a three year commitment of \$3,000 each year (2012, 2013, 2014) plus staff time to assist in the operation of this baseball camp for under privileged kids in our community. Our investment of \$3,000 in 2012 helped kick start the development of this ball field for use as the home field for the UC Clermont Cougars, and establish a quality field available for leagues, tournaments, and the general Clermont County public. The use as the platform for a kids summer camp baseball in partnership with the Chamber, Batavia Township, the YMCA, Boys & Girls Club, Reds Foundation, and other organization is a great example of collaboration.

Policies & Procedure Manual

Chris Smith distributed (by e-mail) the first draft of a new Clermont County Convention & Visitors Bureau Policies & Procedural Manual. Board members were asked to examine the document and make comments, suggestions, and edits. The intent is the adaptation of this new Policies and Procedures Manual in January of 2013.

Signed _____

01/22/13
Date _____