

# Clermont County Convention & Visitors Bureau

## February 28, Board Meeting

**Attendance:** Chairman Chris Hamm, Chuck Tilbury, Jim Comodeca, Adele Evans, Dave Uible, Director Mark Calitri, Linda Fraley (12:14 p.m.) Also in attendance: Jay Page, Consultant Mark Faust, and Tracey Derico

Chris Hamm opened the meeting and introduced Jay Page, from Scene75. Jay gave a brief synopsis of his background for the board, and expressed interest in joining the CVB board. He noted that Scene75 is expanding their operation to include sand volleyball and a state-of-art bowling facility. Scene75 attracted over 300,000 visitors during the first year of operation and have exceeded the pace set by their Dayton location.

### **Minutes:**

The minutes from the January 24, 2017 Board Meeting were approved with a motion by Jim Comodeca, seconded by Chuck Tilbury, all aye, motion approved.

### **Financials:**

Chuck Tilbury reported on the financials including; balance sheet, P/L, and Edward Jones investment account.

The CVB Bylaws were discussed. The articles of incorporation need to be brought into agreement with the bylaws. Once complete, the new bylaws will be recorded by the State of Ohio and the BCC.

### **Board of Directors:**

Chuck Tilbury was officially appointed to the CVB board by the BCC in February 2017. He is to serve a three year term. The CVB board approved his nomination to serve in the capacity of treasurer. It was noted that the BCC and the CVB board each have one seat to fill.

### **Director Update:**

Successful start to 2017

- USRowing events continues to grow. Rowing season starts in April, Xavier will host the Cincinnati Regatta rather than UC. This is a positive change and should help improve the event.
- Equestrian: Update provided on 36 miles of equestrian trails at East Fork: October 2017 the CVB collaborated to create a new event called the Twisted Witch, an endurance event.
- Woodstock bid; 2018 five day geo-caching event, we will know in two weeks whether we won the bid.
- Margaret Bedillion worked to book a new event- [REDACTED]
- [REDACTED]
- [REDACTED]
- Beast of the East, mudder event at East Fork. Event continues to grow.
- Cyclocross group will be held at Valleyview. Looking to add new cyclocross events.
- RevPAR (revenue per available room) – Clermont County continues to grow. A graph was presented showing the CVB comp set results.
- Visitors Guide first edition has been published / partnered with ODNR rather than fill the guide with advertising. Adele Evans recommended digital copy include hyperlinks and maps should be interactive for more effective customer use.

Jim Comodeca reported on the status of Tealtown. Dave Uible, Linda Fraley, and Chuck Tilbury will set up follow meeting with Jim Diana.

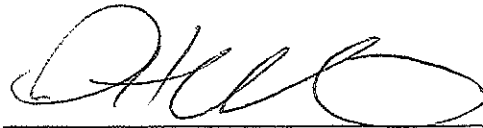
Lodging tax increase update provided. Regular meetings held with Tom Niehaus. All three of our legislative delegates have been personally provided details of legislation. Representative Doug Green to introduce legislation to house this spring.

The board discussed Red Barn / FC. Discussions continue to move forward.

Motion to adjourn was made by David Uible, seconded by Adele Evans.  
Adjourned: 1:28 p.m.

4-25-2017

Date



Secretary Signature