

## **Minutes of the Clermont Convention & Visitors Bureau Meeting of November 15, 2012**

### **Call to Order / Welcome**

Vice Chairman Andy Kuchta began the meeting by introducing new board member Jim Comadeca, attorney with Dinsmore and owner of retail store Green Kayak and Warren Walker, regional representative for Duke Energy (arrived later). In addition, guest attendee Annette Meagher was introduced. Annette is the Public Relations / Communications Director for Clermont County and has agreed to assist the Clermont CVB with marketing, promotional, and social networking ideas and strategies.

### **October 16 Minutes**

Previous meeting minutes were presented, reviewed, and approved. Motion to approve the October 16<sup>th</sup> minutes was made by Linda Fraley, seconded by Andy Kuchta. All voted in favor

### **Financials**

Director Chris Smith presented year to date financials. Substantive variations from budget were noted in the areas of marketing & travel which was curtailed for the 4<sup>th</sup> quarter of 2012 pending decisions on target markets. In addition, benefit costs were reduced due to changes in key personnel and the suspension of those costs. Smith also noted that the CVB has accumulated over \$130,000 in its operating checking account and requested permission to move \$50,000 from the checking account into the Maximizer Savings Account at Share-Fax Credit Union account paying interest. Motion to approve the financials AND authorize the checking to savings account transfer was made by Chuck Tilbury and seconded by David Uible. All voted in favor. Motion passed.

### **Revised Budget for 2013**

Smith presented a revised 2013 operating budget to directors based on suggestions made at the October meeting and additional information gathered over the past month. We now have an additional \$9,700 in unencumbered monthly cash flow based on cost reductions, efficiencies, and new vendor relationships anticipated for the CVB in 2013. This \$116,500 is available for the CVB mission and can be deployed as the board sees suitable. A budget with some final adjustments, modifications, and forecasts will be presented to the board at its December 18<sup>th</sup> meeting reflecting some of the decisions and allocations to be determined at this November 15<sup>th</sup> board retreat. Member Chuck Tilbury requested that a footnote be added to financials that would detail local marketing, advertising, promotion, plus contributions to local festivals, fairs, carnivals, and county events.

### **Festival & Local Event Donations / Contributions**

Discussion then ensued regarding amounts, timing, and approval process for contributions the CVB has historically made to numerous local community events, festivals, and activities. The annual total represents approximately 5% of the overall CVB budget. It was suggested by member Barb Wiedenbein that a committee be established to review the size, type, and nature of these local expenditures. It was agreed that this is advisable and action will be taken to establish such a committee for 2013.

### **UC Clermont Jerseys**

A partnership with UC Clermont was proposed that would connect the CVB with the UC athletic department. We have been asked to support the volleyball, basketball, and baseball teams at UC Clermont by providing them team jerseys that have the CVB logo and web site on the back of the jerseys. Cost is \$6.25 per jersey. We have been asked to provide 200 of these. Motion to support this local expenditure and partnership with UC athletic department was made by member Dave Uible, seconded by Chuck Tilbury. Motion carried and approved.

### **Banking Signatures / Authorities**

Smith presented resolution and signature cards necessary to obtain secondary signers to operating accounts. Proposal to have Vice Chairman Andy Kuchta and Treasurer Linda Fraley be the second and third signers on the bank account was agreed to and approved.

### **Holiday Homecoming Event**

The CVB has historically been a partner and supporter of the Holiday Homecoming event with the Clermont Chamber of Commerce. This year's event will take place November 29<sup>th</sup> at Holiday Inn Eastgate. The CVB has purchased two tables. This will allow board members and spouses to attend along with any interested CVB staff members. Members are encouraged to notify the CVB if interested in attending this event.

### **Consultant Mark Foust**


Following an interesting, informative, and interactive 90 minute presentation with the CVB board covering topics such a mission statement, target marketing, tactics and strategies for achieving growth, member Dave Uible made a motion that we investigate the availability and cost of hiring author and business growth consultant Mark Foust to assist the CVB in our strategic planning process. Motion was made to authorize Director Smith to investigate such cost and report back to board. Barb Wiedenbein seconded the motion. Motion carried.

### **Susan Grodecki Presentation**

We finished the final hour of the retreat with a presentation from S. Grodecki covering:

1. What does a typical presentation process involve?
2. What are the components of a presentation process?
3. What are the various possible target markets for the Clermont CVB?
4. What is involved in a bid fee? Amount? Timing? What is received in return?
5. What does a local organizing committee do and why is it necessary?
6. What does a typical event R.F.P. contain in it?

We finished the board retreat with an exercise of target market selection by each board member and a discussion of where we think the CVB has the greatest likelihood of success. In addition, we looked at competitors around the region, what they were promoting and how we might differentiate ourselves and successfully secure some events for 2013. More discussion and possible conferences to be discussed at December meeting

  
Secretary Jim Comodeca

1.16.13  
Date