

## **Clermont County Convention & Visitors Bureau Board Meeting October 16<sup>th</sup> Minutes**

### **Call to Order**

Meeting of the Clermont County Convention & Visitors Bureau meeting was called to order by Chairperson Jodi Inabnitt. Meeting location was Union Township Civic Center

### **Minutes of the September 18<sup>th</sup> Meeting**

Minutes of last months meeting were read, reviewed and approved. Motion to approve made by Andy Kuchta, seconded by Natu Bhakta. Motion carried

### **Financials**

Financials through September were reviewed. Revenues are tracking consistent with forecasts for the year. Expenses are skewed slightly. Building maintenance is \$22,000 higher than anticipated due to two surprises, an \$8,000 furnace replacement and a \$13,000 roof replacement. Health care costs as a component of payroll benefits was noted as very high due to three employees having major medical issues over the past two years. Alternative bids for health care coverage for 2013 are being sought. Motion to approve financials thru September was made by member David Uible, seconded by member Linda Fraley. Motion passed.

### **Budget Report (first draft)**

Director Chris Smith presented a comparison of 2012 budgeted, 2012 actual, and 2013 forecasted revenue and expenses in order to show the probable cash flow that the CVB will have to work with in 2013 based on cost reductions in a number of categories. In addition to financial resources already in the bank, a positive cash flow of approximately \$10,000 per month is forecasted. It was agreed that these resources need to be properly deployed and utilized towards the mission of the CVB rather than just accumulated. Several suggestions on forecasting the income (remain flat compared to 2012 income) and expenses were suggested and agreed to for purposes of re-presentation at next months board meeting. The effort will be to pin down expenses with greater precision once we establish the scope, scale, and particulars of our marketing efforts for 2013. This in turn, will dictate staffing level and skills needed. No motions or approvals were required as this was a preliminary budget for discussion only at this time.

### **Target Market Discussion**

Presentation was made of the seminars, conferences, events that personnel from the CVB had attended over the past 12 months. This included 18 trips to a wide variety of locations, meetings, seminars, and events. Considerable discussion ensued relative to what target markets might represent the best opportunities for Clermont County given the assets and resources we have in place at this time. Target categories that received most attention were sports events that would utilize Eastfork State Park, Harsha Lake, our ball fields, soccer fields, and the county fairgrounds in Owensville for equestrian events. Secondary discussion centered on our historical assets such as Grant's Birthplace and the Underground Freedom Trail and the potential of bringing in historical tour groups. It was agreed that more discussion would take place at the Nov. Board meeting on this topic.

### **Local Festivals & Events**

Smith presented a summary report showing the aggregated expenditures for 2012 on community events, festivals, fairs such as Frontier Days, Cardboard Boat Races, Grassy Run, and so on. This report dispels the rumors that large sums of CVB money were allocated to these local events. Only 5% of the CVB annual budget goes towards these activities. This provides assistance to our local communities for their events, supporting each community in their efforts to improve the quality of life for their citizens while reserving 95 cents (plus) of every dollar received by the CVB for mission related activities and efforts that support our hotel and retail partners / stakeholders.

### **Collateral Piece for 2013**

Chris Smith presented for approval a collateral piece proposed in partnership with the Clermont Chamber of Commerce and Cincy Magazine. It is a 4 page full color piece detailing all the Clermont County tourist sites, hotels, golf courses, parks, museums, shopping options, and other retail assets throughout the county. 5,000 pieces go into the Clermont Chamber of Commerce membership directory. There are 10,000 additional pieces produced as an overrun allowing us to use this as our principal marketing piece. Total cost of production layout, printing, collating, insertion, and distribution is \$6,000 or 40 cents per unit. Subject to careful edit to insure the accuracy of all information contained within the document, a motion to approve this expenditure was made by member Natu Bhakta and seconded by member David Uible. All voted in favor.

### **New Board Members**

The nominating committee of the CVB met Monday, October 15<sup>th</sup> to review submittals of new board candidates submitted for consideration by Chris Smith. Two new board members were recommended for approval immediately. First is Jim Comodeca, an attorney with Dinsmore & Shohl and owner of retail store Green Kayak. Second is Warren Walker, Clermont regional representative for Duke Energy. Subject to available board positions, Mark Soust and Jeff Lykins were recommended to the board for additional consideration. Motion was made to add Mr. Comodeca and Mr. Walker to the CVB board immediately by member Jodi Inabnitt, seconded by member Linda Fraley. Further conversations will occur over the next month to determine availability and willingness to serve by Mr. Soust and Mr. Lykins but the motion included approval of these candidates as board positions became available. Motion carried.

