

**Minutes of the Clermont County Convention & Visitors Bureau Meeting
March 26, 2013**

Call To Order

Vice Chairman Andy Kuchta called the meeting to order. Hampton Inn was our host property for the March Board of Directors meeting.

Minutes of the February 26 meeting

Secretary Jim Comodeca noted the minutes from the February 26th meeting had been sent out to all board members the day following last month's meeting and were also included in the board packet of information for today's meeting. Motion to approve the minutes was made by Andy Kuchta and seconded by Jeff Lykins. Motion approved.

Financials (Conversion to Cash Accounting)

Financial information through February of 2013 was presented by Director Chris Smith. Revenues reflect the seasonality of the business and the lesser winter room bookings. Expenditures were under budget attributable to the time of year. The new financial format was the result of the previous board decision to convert the CVB to a cash accounting rather than accrual accounting basis. Members Linda Fraley and Chuck Tilbury still intend to look at CVB Quick Books system to determine the optimum reporting format for future meetings. Motion to approve the financials as presented was made by Andy Kuchta and seconded by Jim Comodeca. Motion was approved.

New CVB Website

Chris Smith reported the new CVB web site was up and operational. Lots of positive feedback received to date on this site. An active community outreach is occurring in order to get the word out about the new CVB web site and encourage all communities to post their event information on this site. Will Menz, who prepared the web site, is coming to the CVB offices Friday, April 12th to film short video testimonials allowing various officials, citizens, and groups the opportunity to promote community events and activities. Rotating these videos on our web site will add additional interest and information to the site.

Consultative Services Update

Consultant Mark Faust led the board in discussions about several topics. These included:

- Strengths, weaknesses, competitive position, assets, and challenges
- Strategic planning.....who is our target.....our best prospects.....how to approach
- Lead generation techniques and tactics for securing leads.
- Market segmentation and economic impact of those segments.
- Interesting and informative exercise in securing organizational and association leads from each board member present. Each board member had (on average) 4 professional or association relationships to which they belong.

Miscellaneous issues (information to the Board)

Update provided on status of multi-purpose building sites and (potential) partners

Sales calls summary was also provided showing appointment types and status

Discussion on U.S. Rowing submittals....likelihood of success and financial requirements

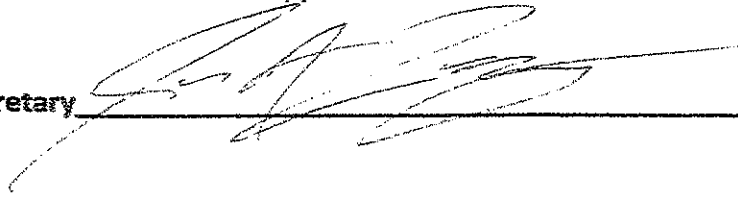
Sales / Conference Reports

Ran out of time before this information could be presented. This will be rescheduled for April meeting. Next Board meeting will take place Tuesday, April 23rd. Location yet to be determined.

Adjourned

Meeting adjourned at approximately 2:00 P.M. The extra hour of attendance and participation by all board members is appreciated.

Secretary



Date

05-07-13