

**Minutes of the Clermont County Convention & Visitors Bureau Meeting
September 24, 2013**

Call to Order- Chairman Jim Comodeca called the meeting to order at 11:45

Introduction of new staff member Ann Kilgore- Ann Kilgore was introduced to the board as our new sales person. Ann will specialize in the non-sports CVB sub-markets such as religious gatherings, historical groups, corporate associations, and hobby groups. We believe that these represent several untapped markets that can be worked to a greater degree.

Minutes of the August 27th Board Meeting- Motion to approve the minutes of the CVB August 27th board meeting was made by member Andy Kuchta, seconded by member Jeff Lykins. Motion passed.

Presentation of Financial- Month financials and year to date financials were presented. The only negative variance from budget as we pass the two/ thirds mark in the year was under consultative fees. This is attributable to the fees paid to Mark Faust. Mark was not figured into the original 2013 budget when assembled and approved last October / November 2012. Revenue is tracking at a rate that should bring the CVB in at 6%-8% above forecast. This is also reflected in the higher occupancy rates reported by our larger hotel partners for 2013. Motion to approve the financials through August 2013 was made by member Paul Schmid, seconded by member Warren Walker. Motion passed.

Discussion of new board candidates- It was noted that the Board of County Commissioners approved the appointment of Brian Wipprecht, General Manager of the Holiday Inn Eastgate to the board of the CVB as recommended last month. This appointment satisfies the statutory requirement that the CVB have at least one hotelier on its board. We also discussed the candidacy of Clarice Hoffer and Phil Gatch as potential new board members. Clarice lives in Amelia and has extensive real estate development and sales experience in her background. Phil Gatch is involved in the history of Milford, is well connected to cycling, and is a financial planner in his professional life. Both candidates have expressed interest in serving. Both would bring special expertise to the CVB board. After discussion, the board decided to postpone appointment to the CVB board. This issue will be revisited at the next meeting (October 22nd)

Invitation to have Chris Clingman present- Members Andy Kuchta and Linda Farley suggested that Chris Clingman, Director of Clermont County Parks & Recreation, join us at our October 22nd board meeting and update us on the park assets and resources in our community. Discussion followed on the merits of Chris Clingman as a potential CVB Board member. Chris Smith was instructed to add a Chris Clingman presentation to the October 22nd CVB agenda.

Collateral / Marketing Piece- Approval was given to incur a \$6,000 expense in printing the 2014 marketing piece that the CVB uses. Cincy Magazine produces this piece. 10,000 units will be printed. 5,000 pieces will be inserted in the Chamber of Commerce Directory booklet. The other 5,000 units (over-run) will be delivered to the CVB by end of November for use throughout 2014. Motion made by member Andy Kuchta, seconded by Jeff Lykins. Motion passed.

Clermont County Trail Map- Approval was provided by the board to allow the CVB to spend up to \$4,000 to produce a comprehensive trail map that aggregates all the local trail maps into a consolidated document. An electronic version (app) is preferred. Jim Meyer, President and owner of Trail Management Services LLC, is the potential provider of this document. Mr. Meyer has multiple trail maps of various areas around Clermont County. This project represents an opportunity to consolidate fragmented trail maps into one comprehensive document. Motion made by member Jeff Lykin, seconded by member Andy Kuchta. Motion passed.

NASC Bid Proposal- Motion was made by member Warren Walker, seconded by member Paul Schmid to allow director Chris Smith the latitude to participate in the collective and regional bid process to secure the NASC Conference event here in Cincinnati in 2017 through a proportional expenditure [REDACTED] spread out over three years (2014, 2015, 2016) to that which surrounding counties Hamilton, Butler, and Warren County are contributing. [REDACTED] 2017 NASC to Cincinnati (Duke Energy Center). Motion was approved.

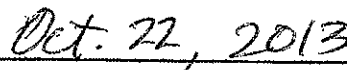
Sales Pipeline Presentation- CVB sales prospects and pipeline continues to grow and expand. Document was presented by director Chris Smith and reviewed by board members.

Rowing & Regatta Update- Paul Schmid provided the board an update on efforts to secure additional rowing events for Clermont County in 2014 and beyond. Paul expressed the appreciation of the Clermont Crew Board and the rowers for the support and assistance shown by the Clermont County Convention & Visitors Bureau.

CVB Director Candidates Report- Mark Faust reported that he had gone through many hours of video interviews by our nine candidates as well as face to face interviews with the candidates. He summarized the credentials of the top 4 candidates. The Board determined that they will do face to face interviews with the top three candidates next Wednesday evening October 2nd starting at 4:30. A similar set of questions for each candidate will be prepared plus a small amount of time allocated for meet 'n greet with each candidate. Location will be the CVB offices at 410 East Main Street, Batavia. Candidates and their appointments are as follows:



Signed, Secretary



Dated