

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

Call To Order

Chairperson Jodi Inabnitt called the meeting to order. Homewood Suites at Rivers Edge was our host property for the February Board of Directors meeting.

Minutes of the January 22nd Meeting

Secretary Jim Comodeca noted the minutes from the January 22nd meeting had been sent out electronically shortly following the previous meeting and were included in the board packets. Motion to approve minutes made by Andy Kuchta, seconded by Chuck Tilbury. Motion approved.

Financials (Cash vs. Accrual)

Financials were co-presented by Chuck Tilbury and Chris Smith. Chuck Tilbury made the recommendation that the CVB convert to a cash accounting basis rather than the accrual system currently in use. The cash accounting system will allow better oversight on expenditures, timing, and percentage of budget expended in each expense category. Currently our accrual system can tend to distort the month by month cash flow of the organization / operation. David Uible made the motion to convert the CVB to a cash accounting system. Jeff Lykins seconded this motion. Motion passed. Chuck Tilbury agreed to stop by CVB offices to help facilitate this conversion on our Quick Books system.

Financials (profit & loss / balance sheet)

The financials as presented for the month of January were explained by Chris Smith. Motion to approve the financial reports under the present accrual system was made by member Chuck Tilbury. Second was provided by Natu Bhakta. Motion passed.

Consultative Services Update

Document prepared by consultant Mark Faust was distributed and discussed briefly. It was agreed that more data and detail would be forthcoming once all board members had the chance to fully read the document. Mission, Vision, Goals, Strategies, and Tactics are part of this initial document. Mark has also facilitated meetings with our hotel owners, operators, & managers in order to develop a cooperative arrangement sharing leads, ideas, and prospects. One of the next required steps is to create a Master Calendar with dates, days, weeks, months, etc. where the hotels have available rooms and need to fill them. This Master Calendar will be critical in our sales and promotional efforts as we reach out to various groups for bookings.

Ohio Revised Code Review of Lodging Tax Use

Jim Comodeca provided the group with the results of his research work on acceptable and permissible uses of the lodging tax by CVB organizations. The specific ask was whether CVB's could or could not invest in infrastructure relevant to fields, facilities, and tourist venues. Jim indicated that the applicable statutes allowed for this type of investment and that the language was fairly broad in latitude as long as the purpose for the investment was of a public purpose furthering tourism and visitor related activities. Certain case precedent was noted as well.

Discussion on Use of Lodging Tax

Considerable discussion followed among all board members as to prioritization or allocation of lodging tax resources with one emphasis on infrastructure investments and the other on additional sales / selling resources, including sales lists and additional CVB staff capacity. Concern on infrastructure investments centers on how to condition or qualify applicants so that the process of CVB investments would be deemed to be fair and equitable by all Clermont County communities, facilities, fields, and venues. The other half of the discussion centered on adequacy of current sales staff (CVB personnel). Thus far, the work done to date has been of an exploratory nature where we have set up appointments with potential events, tournament, and event promoters to determine their criteria for site selection. We have only had a couple of opportunities to actual close deals and those have both selected other communities. Board agreed to additional follow up, research, and additional recommendations at next meeting for:

1. Further investigate of sites for a multi-purpose building
2. Development of criteria by which infrastructure assistance (investments) might be made
3. Job description and exploration of additional sales person for the CVB
4. Continue work with Mark Faust in finding ways to partner / collaborate with hotels

CVB Website Update

The new CVB website is nearing completion. Chris Smith and Annette Meagher (social media consultant for CVB) reported on design elements, content, features, and the effort by the CVB to make this new web site the Clermont County "community bulletin board" The site will also have a video feature that will allow us to showcase various festivals, concerts, historical, commemorative events, plus noteworthy items happening throughout Clermont County. Web launch date is Monday March 4th.

Appointment / Activities Re-cap

Past month's appointments were shared with board members. This included Regional High School Wrestling Tournament which took place at Goshen High School, proposal for a championship qualifying Cornhole tournament in Milford, exploration of BMX Bike race event in Batavia, another potential rowing event at Eastfork, and an archery tournament held at a yet-to-be-determined location.

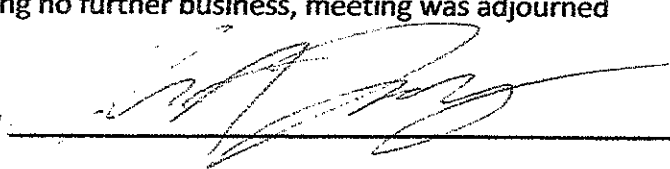
Ohio Travel Show & National Association of Sports Conference

Susan Grodecki will provide a report on appointments / presentations made at the Ohio Travel Show (February) and the anticipated appointments / presentations to be made at the NASC show in April.

Adjourned

There being no further business, meeting was adjourned

Secretary



Date

03/24/13