

**Minutes of the Clermont County Convention & Visitors Bureau Meeting
May 7, 2013**

Call To Order

Meeting was called to order by Chris Smith, Interim Director

New Board Chair

Board Chair Jodi Inabnitt submitted her resignation from the Clermont County Convention & Visitors Bureau as of Friday, May 3rd. This was due to Jodi accepting a new job in Warren County and her residential move to Mason, Ohio effective June. After discussion, Jim Comodeca was nominated to be the new board chair effective immediately. Motion made by member Andy Kuchta, seconded by member David Uible. All voted in favor.

Minutes of the March 26th Meeting

Chris Smith asked members to review and approve the minutes from the March 26th meeting of the Convention & Visitors Bureau. Motion made by member David Uible and seconded by member Andy Kuchta. All voted in favor to approve the minutes as presented.

Financials of March, April and Jan thru April summary

Chris Smith presented, with the review and concurrence of members Linda Fraley and Chuck Tilbury, the financials of the CVB for the individual months of March, and April, plus the collective summary of months January thru April 2013 for the CVB. We continue to have cash flow in excess of expenditures each month of approximately \$11,000-\$12,000 per month. Numbers are trending consistently with budget forecasts giving we are 33% of the way through 2013. Cash balance in checking account is \$152,000. Request was made by Chris Smith to move another \$40,000 from checking account (National Bank & Trust) to Share Fax Credit Union account where we have a Maximizer Savings account paying 40 basis points on balances. While this is a very modest yield, it is still 5 to 10 basis points above any other financial institutions quotes as of April 30th. This transfer will put us at the maximum balance we can have in this institution and still have these dollars insured. Should we choose to move more funds from checking into an interest bearing account, it is recommended that we move to another financial institution in order to diversify our risk. Separate motions were requested. First, financial as presented were approved. Motion made by member Andy Kuchta, seconded by member Jim Comodeca. Motion approved. Second motion to move \$40,000 from checking account to Maximizer Savings Account was made by member Chuck Tilbury, seconded by member Andy Kuchta. All voted in favor. Motion passed.

CVB Employee Handbook

Chris Smith recommended formal acceptance and approval of the CVB Employee Handbook that had been revised, amended, and added to earlier this year. While it was an agenda item in January and some discussion took place at that time, board members requested that the CVB Employee Handbook be re-sent out to members for examination and re-review before approval

Listing (Sale) of CVB Building

Considerable time, discussion, and debate took place regarding the potential listing and sale of the CVB building. Appraisal value came in at \$225,000. Cost basis from year 2000 acquisition was \$250,000 plus some considerable repairs, refurbishment, and renovations including new roof, new furnace, window replacements throughout, and landscaping. Total investment is thought to be near or exceed \$300,000. Several factors considered were:

1. Current condition of the real estate market. We are at a low being to recover.
2. Village of Batavia has begun a 3.2 million dollar renovation of Main Street
3. Current occupancy costs are modest given the upgraded condition of the building
4. The CVB is currently located in the county seat.
5. Lease (rental) alternatives in Eastgate would be greater and would change the nature of what we currently concentrate upon (project management vs. leisure information)

Decision was made to table the listing (sale) of the CVB building at this time until we more fully assess what the impact of the major investment might be by the Village of Batavia, allow the real estate marketplace to continue to improve, and look at some investment alternatives complete with capital invested and likely rate of return in several different Eastgate area scenarios such as Jungle Jim complex, Eastgate Mall, or independent office suite. A follow up report was to be made to the board at the June meeting.

Funding Assistance Requests from River Days (New Richmond) and County Fair (Owensville)

River Days and the Clermont County Fair both requested financial assistance from the CVB this year for their respective events. Both requested \$5,000 vs. the \$2,500 requested in prior years. Both justified the request based upon the following:

1. Attendance at their respective events with value of expenditures per attendee
2. Vendors, suppliers, providers needing some hotel nights, thus generating lodging
3. Loss of a couple of large donors. Sponsors from prior years
4. Importance of the event for the fabric, makeup, and quality of community life

After considerable discussion, it was determined that the CVB in general will attempt to keep the aggregate contributions to local community events, activities, fairs, and festivals at or below 5% of annual operating revenues. Motion to this effect was made by member Jim Comodeca and seconded by member Barb Wiedenbein. Motion passed.

While these events are acknowledged as being highly impactful in our community, higher contributions to these events must be off-set by reductions or eliminations of contributions to other events / activities. Within this context, approval for these requests was made by member Andy Kuchta and seconded by member Jim Comodeca. Motion was approved to provide funding assistance at requested levels.

Sales Report

Chris Smith reported the results of the recently attended NASC Sports Conference in Louisville. Numerous leads and opportunities were generated. It was a very productive and encouraging show as there are several great opportunities suitable for Clermont County to pursue & capture

Specific Leads being worked

- Ohio Police Games
- Masters Rowing Event
- 3v3 Soccer Tournament
- Triple Crown 21 Gun Salute Baseball Tournament
- Dog Show at Fairgrounds
- Pilot Fly-In coordination with Sporty's Aviation
- Oldsmobile Owners of Mid-America

All of these leads have the possibility of generating significant numbers of room nights at our local hotels. We continue to reach out to partner with our hotel owners / managers. More details on these events will be provided at the June Board meeting.

Consultant Report

Mark Faust provided an update to the board regarding market segmentation work, the need for and requirements of... a good client CRM system and the economic impact of the various leads being pursued (room nights associated with each). Mark continues to provide guidance as we meet with various prospects and qualify these leads to determine how we can obtain commitments from these groups to come to Clermont County.

Next Meeting

Next CVB Board meeting to take place Tuesday June 25th at the newly remodeled Hilton Garden Inn at Wards Corner / 275.



Signed



Date