Minutes of the Clermont Convention & Visitors Bureau Meeting
January 22, 2013

Call To Order
Vice Chairman Andy Kuchta called the meeting to order. Hilton Gardens Inn was our host for our January Board of Directors meeting.

Minutes from December 18, 2012
Secretary Jim Comodeca presented the minutes from the December 18th meeting. A motion was made by board member Andy Kuchta to approve the minutes. The motion was seconded by Jim Comodeca. Motion carried.

Financials
Chris Smith presented the financials as of year- end 2012. Income came in at $550,000...4% above forecast. Expenses for the year came in at $460,000, $43,000 below forecast. Net income for the year was approximately $90,000. This was three times the amount anticipated. A number of financial and operational adjustments instituted during the 4th quarter of 2012 resulted in considerable operational cost reductions. The positive cash flow above monthly operational expenses per month for 2013 is anticipated at $11,000 per month. The board may elect to deploy these resources into various programs, assets, or initiatives. Several are currently under consideration. Motion to approve financials was made by Chuck Tilbury and seconded by Andy Kuchta. Motion approved with all in favor.

Discussion of Multi-Purpose Building & Infrastructure Investments by CVB
Chris Smith introduced the topic of CVB accumulated assets. This includes liquid assets such as checking and savings dollars ($335,000) plus unencumbered real estate assets ($250,000) in land and CVB building. The question posed is what is good stewardship of lodging tax assets? Is simply accumulating ever larger balances appropriate or can those assets be better deployed to a more productive and strategically advantageous use? This lead to a discussion by member David Uible of some investigative work that is currently ongoing with the Clermont County Fair Board. Last weekend Chris Smith and Dave Uible met with Clermont County Fair Board members to explore the possibility of utilizing undeveloped / undedicated acreage at the fair grounds for a multi-purpose building. The development of a building would provide Clermont County an attractive venue for horse, livestock, dog shows as well as boy- scout / girl- scout events, concerts, weddings, and many other activities. The intent would be to fully and productively utilize the site, produce a long term revenue stream for the CVB and Fair Board, and have a venue platform that could be sold to multiple event organizers. The board agreed that further investigation and research of these type facilities was warranted. More information will follow at subsequent meetings. Chris then cited several meetings with other Clermont County venues where the organizational entities feel that their facilities are not up to acceptable standards in order to attract new tournaments, new groups, or new activity.

Mark Faust Consultative Services

Mark Faust then took questions from board members relative to the specific benefits he proposes to provide to the CVB through his consultative services. Discussion centered on deliverables and outcomes, time frame within which to provide such, and the costs. Mark provided a more detailed chart to accompany his consultant agreement that outlined the specific benefits, outcomes, and measurement metrics for his services. What was agreed upon was a month by month arrangement. Each month the board will receive a summary of what was done, what was accomplished through Mark's work with the CVB staff, our hotel partners, and target market segments. Fee agreed upon was $4,500 per month cancelable by either party every month. Motion made to approve by David Uible, seconded by Jim Comodeca. Motion carried.

National Association of Sports Commissioners (NASC)

Chris Smith recommended that the CVB attend this NASC Conference in Louisville, Kentucky April 22nd, 23rd, and 24th for the purpose of furthering Clermont County's reach into the youth sports market. This conference targets one of the prime sub-markets we identified as attractive for our community at the board retreat in November. It involves booth space, presentation opportunities, and appointments with organizers, promoters, and directors of youth sports tournaments across the Midwest. The travel costs are modest. The target market is exactly what we are aiming for and the opportunity to get in front of decision makers in this arena is compelling. Motion to allocate the needed funds and attend was made by Andy Kuchta and seconded by board member Linda Fraley. Motion passed. Cost for this event is $1,375.

Web Proposal

We have received three new proposals to design, develop, and implement a new web site for the CVB. A recommendation was made to accept the web design, development, management proposal from MENZmultimedia (Will Menz) for an amount not to exceed $2,000. Mr. Menz has also agreed to provide training for CVB staff members so that they can maintain the web site, adding photos, narrative, and content from our various community providers / suppliers. The ultimate objective is to have a site that is attractive, functional, interesting, and fully accommodates the varied content that our local organizations and political jurisdictions might submit to promote and support all community stakeholders.

January Appointments / Investigative Work

Chris Smith provided the directors with summaries of several sales appointments with operators of existing Clermont County facilities or organizers, promoters, of various events where Clermont County might be under consideration. The goal is to acquaint the directors with the type, nature, and content of the various events, request for proposals, and issues related to selling Clermont County venues. Meeting summaries included table tennis tournament, rowing event, military reunions, bowling tournament, soccer, softball and baseball tournaments, plus several discussions with field / facility associations (operators) and their needs for additional infrastructure investments. More to follow at subsequent board meetings.

Secretary _____ Date 02/26/13