

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

Call To Order- Meeting was called to order by Chairman Jim Comodeca

Introduction of New Board Member -Phil Gatch, financial planner, long time resident of the Milford community and connected to the cycling community has joined the CVB Board.

Minutes of the October 22nd Board Meeting- Minutes from the October 22nd Board meeting were presented and reviewed. Motion to approve minutes was made by Andy Kuchta, seconded by Jeff Lykins. Motion passed.

Financials- Financials for the individual month of October, plus January thru October (10 months), plus year to date balance sheet data was presented to the board. Net income for 2013 to date totals \$189,665.44. The bureau continues to operate ahead of budget projections. All expense categories with the exception of consultative services are running at a positive variance to date. Revenues for the month of \$55,000 were offset by expenses of approximately \$35,000, thus generating a \$20,000 positive cash flow for the month. Alternative investments that could potentially generate higher yields were discussed and considered. One of the options discussed was making loans for infrastructure enhancements at Clermont County venues. Motion to approve the financials as presented thru October was made by Andy Kuchta and seconded by David Uible. Motion passed.

Signatory Authorization on CVB Bank Accounts- Motion was made to allow new CVB Director Mark Calitri to have signatory authority on Convention & Visitors Bureau operations checking account at National Bank & Trust and on the Maximizer Savings account carried at Share Fax Credit Union by David Uible, seconded by Andy Kuchta. Motion passed. Mark Calitri will take the signatory position previously occupied by Chris Smith, Interim Director.

Audit of CVB Financials- As we make the transition of directors of the CVB from Chris Smith to Mark Calitri, it was determined that a review of the financials records should occur in order to verify the accuracy and integrity of the financials being assumed by our new director. Motion made by David Uible and seconded by Jeff Lykins to seek bids from three local CPA firms to price a review of the CVB records for 2013. Motion passed.

Investment alternatives for CVB- One of the possibilities discussed was to allow the CVB to lend dollars to various Clermont County venues to assist with infrastructure needs such as parking lots, lights, restrooms, concession stands, irrigation systems, dugouts, and so on. Board chairman Jim Comodeca volunteered to do some legal research on the CVB's ability to be a lender for these type purposes and report back to the board the results of his investigation.

Preliminary 2014 Budget- Chris Smith & Mark Calitri presented a preliminary budget for year 2014. Expenses were grossed up for worst case scenarios. The budget still showed positive cash flows of approximately \$7,000 per month. Revenue is shown as increasing by 5% in 2014. Additional adjustments will be made to the budget. A final, more precise version will be submitted to the CVB board for approval at the December board meeting.

Sales & Prospect Pipeline- Sales and prospect pipeline was presented to the board. Discussion also took place as to the quantified value of each 1,000 room nights generated for our county.

Capital Appropriation Request- Paul Schmid provided the board the outline of his whitepaper request for a State of Ohio capital appropriation for infrastructure investments surrounding Harsha Lake at Eastfork State Park. The purpose of this investment is to restore Clermont County's previously competitive position in attracting national rowing regatta events. These events attract thousands of rowers nationwide generating thousands of room nights for our hotel partners throughout the county. In order to compete for these events we need functional restrooms, concession stands, seating capacity, plus refurbishment of starting blocks, rowing lanes, docks, and fabrication of a racing finish tower. We have taken our state legislative delegation out to the site and have explained our needs, requirements, and the high rate of return these investments would return. Senator Joe Uecker appears supportive. Motion was made to allow Paul Schmid to obtain more detailed pricing for these infrastructure investments, complete the white paper report for submittal to Ohio authorities for consideration as a 2014 capital appropriation for Clermont County, and show the CVB as a sponsoring, supporting entity willing to help secure private investment and commit capital as part of a local match. Discussion also included the possibility of the CVB taking on debt secured by our historical lodging tax cash flows in order to provide a larger local cash match if needed.

Sales Training / Consultative Services- Mark Faust presented a summary of his consultative services for 2013 as well as a proposal for continuing to provide value to the CVB through his sales training, lead generation techniques, prioritization of issues, help in partnering with the hotels on collating calendars achieving compression and higher room revenues for all. Mr. Faust proposed a continuation of his consultative services into 2014, though at a reduced rate from his 2013 rate. A motion was made by Andy Kuchta, seconded by Jeff Lykins to approve a 90 day continuation of consultative services for the period of December, January, and February at a rate of \$2,500 per month. This motion passed. Mr. Faust then offered additional availability of his services at \$1,000 per month for the balance of 2014. Discussion ended with no formal motion or approval on this second offer.

Approval of Clermont Chamber Membership Advisory Board for 2014- Chamber membership for 2014 at an amount of \$3,500 was approved by the board. Motion made by Andy Kuchta, seconded by Jeff Lykins. Motion passed



(Signed)

Dec. 3, 2013

(Dated)