

**Minutes of the Clermont County Convention & Visitors Bureau Meeting
July 23, 2013**

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

Introduction of new staff member James Barger- James Barger was introduced to the board. A recap of his duties, responsibilities, and leads he has generated plus events he has secured was provided to the board. James will focus on youth and adult sports, though not exclusively.

Introduction of new board member Paul Schmid- Paul Schmid was introduced to the board. Paul provided his background as attorney, board member, and rowing coach for the Clermont Crew. Paul also highlighted the great facilities we have at Eastfork for competitive rowing. He also acquainted board members with the various regatta's that are out for bid, the requirements for securing these events, and possible investments in starting blocks and additional lane lines and buoys that would greatly enhance Clermont's competitive position.

Minutes of June 25th, 2013- Minutes of June 25th meeting reviewed and approved

Financials- Chris Smith presented the CVB financials through the first half of 2013. Other than the category of consulting services, all expense categories and expenditures were at or below forecasted levels for the half year mark. Although revenue is shown at 42% of budget at the mid-point of the year, we are now entering into the strongest portion of our cash flow....summer months. We receive receipts in arrears, so we will begin to receive summer lodging tax proceeds. Based on comments from multiple hotel owners / operators, I am projecting a positive variance on our revenue side of the income statement as well. This should be increasingly apparent over the next two to three months. Motion made by Andy Kuchta to approve the financials presented. Motion seconded by Jeff Lykins. Motion passed.

Special Presentation by Rex Parsons...Batavia Township- Rex Parsons presented the background, details, and certificate of appreciation for the CVB commitment, participation, and involvement in the 2013 Reds Rookie Success League. 347 kids total participated in this 8 day baseball camp (plus a day at Great American Ballpark) held at Batavia Township recreation center on Brian Wilson Field, home field for the UC College Cougars. Rex thanked the CVB for the volunteers we provided this year (Chris, James, & Susan) plus our 2nd year payment of \$3,000 towards field maintenance and upkeep. The CVB is also partnering with Batavia Township to provide additional soccer fields for tournament purposes.

Sales Report- Good news as the leads and sales pipeline grows larger and more robust. Recent events included [REDACTED], [REDACTED], and [REDACTED]. All generated room nights in our hotels, sales tax benefits to our county, and lodging tax revenues for the CVB. Transactions booked and coming to this community in 2014 include [REDACTED] [REDACTED] and [REDACTED]. The CVB is assisting all these groups with their events. We are also tracking room nights and revenue metrics.

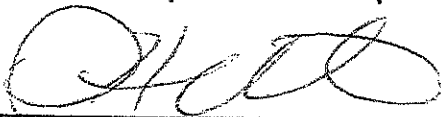
Community Funding Request- Information was distributed to board members in general and our sub-committee specifically (Andy Kuchta, Jim Comodeca, and Jeff Lykins) on a funding request from the Clermont County Boys & Girls Club. The request was for \$5,000. Purpose is construction of a new gym adjacent to the new Mt. Carmel Boys & Girls Club scheduled to open 4th quarter 2013 on State Route 74. Board member Barb Wiedenbein is also a board member of Boys & Girls Club and provided the background detail on the purpose of the new club, benefits, and positive social dividends accruing from this organization and their work with at-risk kids. Recommendation on funding will be made by sub-committee at CVB August meeting.

Sales Position- Susan Grodecki is leaving the CVB next month. We have begun the search to find a replacement sales person. Resumes are beginning to come into the CVB from both the community and the Work Force One Center. Directors were given the job description particulars and were ask to provide any referrals for this position possible.

CVB Directors Position- Chris Smith announced his intention to transition out of the CVB Director (Interim) role by year end 2013. A job description for the CVB Director position was distributed to board members. Chris and consultant Mark Faust discussed the nature of the candidates that have currently expressed interest in the CVB Director position. Some have extensive connections to the Clermont County community but no CVB or hospitality experience. Other applicants have CVB or hospitality experience but are not familiar with Clermont County. Mark Faust discussed the pros and cons of each type applicant. We also determined the selection process. Chris Smith and Mark Faust will screen applicants over the next 90 days and then will bring the top three candidates to the board for consideration / evaluation. All applicants will go through a similar set of questions. A ranking, weighting, prioritization of qualifications will be prepared and distributed to board members in advance so that we all know the key measurement / performance metrics we are seeking and can utilize a consistent evaluation process for all candidates.

New Marketing CVB Piece for 2014- We are beginning work on the primary collateral piece used for distribution by the CVB for marketing /promotional purposes. The front page will likely feature the Villages of Batavia and New Richmond as they celebrate their bicentennials in 2014. We will rotate other photos, features, listings, and stories in order to give all Clermont County communities, their assets, and their venues equal and equitable representation. Board members were ask to look make suggestions as to content, photos, and features for next year's brochure.

Next Meeting- Next CVB Board meeting to take place Tuesday August 27th. Location to be Union Township Civic Center. Specific room to be announced.



Signed

8-27-13

Date