

**Minutes of the Clermont County Convention & Visitors Bureau
December 17, 2013**

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

Minutes of the November 26th Board Meeting- Minutes of the previous meeting of November 26th were distributed, reviewed, and approved. Motion to approve was made by Paul Schmid with a second from member Warren Walker. Motion was approved.

Financials thru November – Balance sheet and P & L statements were submitted and reviewed. November activity generated a positive cash flow of \$26,643.23. Year to date budget is in line with expectations. The only negative variance from budget remains the consultant category due to additional utilization of Mark Faust through 2013. The CVB has a positive cash flow of \$200,937.09 year-to-date. Motion to approve the financials was made by Paul Schmid and seconded by Andy Kuchta. Motion passed.

2014 Budget Document- Mark Calitri and Chris Smith submitted a final version of the forecasted 2014 budget with income and expense detail and explanations. Member Linda Fraley made a couple of suggestions / revisions to the presented budget that was accepted:

1. Separate out tax expenses and aggregate them in benefits expense category.
2. Show depreciation as a footnote item since it is a non-cash expenditure.

Subject to the above notations, Linda Fraley made a motion to accept the 2014 budget. A second was provided by member David Uible. Motion passed.

Capital Budget Request Update- Paul Schmid provided a summary of our recent meetings with state legislators and ODNR officials from Columbus related to our capital appropriation request for infrastructure improvement funding for Harsha Lake and Eastfork State Park. These improvements would directly impact our ability to secure additional rowing / regatta events for Clermont County. Discussion centered on the merits of also securing the services of former Senate President Tom Niehaus to represent the CVB in the efforts to procure the needed funding. It was agreed we would obtain a proposal from Mr. Niehaus detailing the scope of work and assistance to be provided, at what cost, and for what duration. Because timing is critical, it was agreed that upon receipt of the proposal, it would be distributed electronically out to board members for review, comment, and potential approval.

Confirmation / Ratification of Slate of Officers for 2014- The following officer slate was presented to the board for approval to serve for year 2014:

Chairman Jim Comodeca
Vice-Chair Andy Kuchta
Treasurer Linda Fraley
Secretary David Uible

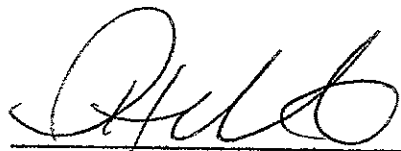
Motion to accept and approve this slate of officers for 2014 was made by Paul Schmid and seconded by Warren Walker. Motion passed.

CVB Expenditure Approval Level for Director- Request was submitted to the board asking for an expenditure approval level of \$3,000 for the Executive Director before coming to the board for expenditure approvals. This was deemed to be a more efficient and effective way to run internal CVB daily operations. Current director discretionary authority is \$1,000. Setting authority level(s) was deferred pending Mark Calitri getting together with Treasurer Linda Fraley to discuss expenditure approval options within a framework of approved 2014 budget

CRM Data Base Management System- Mark Calitri recommended to the board that acquisition of a CRM data base software system is appropriate for 2014 given the added sales levels, number of client contacts, and increasing complexities associated with lead management, event, tournament, sponsorship, and CVB support functions. A Destination 3,000 system was reviewed and recommended by both consultant Mark Faust and Mark Calitri. Member Brian Wipprecht (Holiday Inn) indicated that their staff uses a similar system. Authorization for this purchase was provided by Andy Kuchta and seconded by David Uible. Motion passed.

Presentation of Clermont County Parks Master Plan- Chris Clingman, Director of Clermont County Parks (and past CVB board member) presented a state of Clermont County Parks to the board. This included a summary of capital improvements recently completed, those anticipated for next year, and many needs that have been deferred, delayed, or deleted from plans due to severe funding and staffing cut-backs over the past 5 to 6 years. The parks still represent a powerful asset for Clermont County. Many activities can be (or will continue to be) promoted and marketed through our park facilities throughout Clermont County.

Other Business- New director Mark Calitri shared his priorities and vision for where the Clermont County Convention & Visitors Bureau is headed in 2014. With a solid pipeline of leads and events pending for 2014 and 2015, it was agreed that the CVB has considerable positive momentum and potential heading into the new year.



(Signed)

1-10-14

(Dated)