

**Minutes of the Clermont County Convention & Visitors Bureau Meeting  
August 27, 2013**

**Call to Order-** Chairman Jim Comodeca called the meeting to order at 11:40

**Recognition of Barb Wiedenbein-** After serving as a director of the Clermont County Convention & visitors Bureau for the past 12 years, Barb received a recognition gift and sincere thanks for her service to the Clermont County community and the CVB.

**Minutes of the July 23<sup>rd</sup> Board Meeting-** David Uible (Secretary) presented the minutes of the previous month (July 23<sup>rd</sup>) minutes for review and approval. Motion to approve made by member Barb Wiedenbein, seconded by Andy Kuchta. Motion approved.

**Financials-** Treasurer Linda Fraley and Interim Director Chris Smith co-presented the financial information on both a monthly snapshot (July 2013) and a 7 month year-to-date basis (January thru July). It was noted that the CVB continues to operate with a sizeable positive cash flow. Liquid assets will approach \$500,000 by year end 2013. For 2013 the CVB has benefited from the lack of need for employee health insurance, thus eliminating this large monthly expenditure. It was acknowledged that this benefit is not likely to continue into 2014 as we continue recruitment of new (additional) personnel for the CVB of a high quality / high caliber nature. At some point health insurance expense will need to be factored in. Motion to approve financials thru July 2013 was made by David Uible, seconded by Jeff Lykins. Motion approved.

**Discussion of New Board Members-** We have several board positions opening up:

1. Natu Bhakta resigned. Natu was a Board of County Commissioner appointee and represented a requirement that a hotelier serve on the CVB board.
2. Chuck Tilbury submitted his resignation from the board this week. Mr. Tilbury's spot is another Board of County Commissioner position to be filled.
3. Chris Smith was a Board of County Commissioner board appointee. His move to interim director at the CVB opened another board position that needs to be back-filled.
4. Barb Wiedenbein has completed her final allowable term of office as a board member. Her position is a CVB board appointment position.

Discussion of replacing Natu Bhatka (hotel position) with the new General Manager of the Holiday Inn Eastgate Hotel was supported by the CVB board following some discussion of Mr. Wipprecht's background, expertise, and personality. A motion was made to recommend the addition of Mr. Brian Wipprecht to the CVB board. This recommendation will be sent to the Board of County Commissioners for their concurrence, approval, and appointment. Motion was made by Linda Fraley, seconded by Jeff Lykins. Motion passed. Member Andy Kuchta will handle the recommendation matter and will submit such to County Commissioners.

**Boys & Girls Club Contribution-** After considerable debate, it was determined that the request for funding from the Clermont County Boys & Girls Club could not be approved. While all agreed it to be a worthy and commendable cause, the direct connection to the mission and goal of the Convention & Visitors Bureau (hotel room nights by visitors) just could not be made

[REDACTED]  
[REDACTED], organizers of numerous baseball tournaments all over the Midwest. They have outgrown their field inventory (capacities) and were planning on leaving the area to secure fields in Warren and Butler County. We struck a deal with them to use the UC Clermont College field in Batavia for 8 additional baseball tournaments generating just over 2,000 room nights in 2014.

- [REDACTED]
  - [REDACTED]
- [REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]

Total expenditure for these initiatives is not to exceed \$4,250. Motion to allow this expenditure was made by member David Uible, seconded by Jeff Lykins. Motion passed.

**Rowing Infrastructure Investment(s)-** Member Paul Schmid made a detailed presentation on the status of our rowing assets in Clermont County, reasons why we lost big events to competitors such as Sarasota Florida, Oak Ridge Tennessee, and Grand Rapids Michigan and the immediate need to rebuild, refurbish, and reposition our rowing resources so as to elevate our competitive position back into play against these other competing communities. There is a high probability of securing future events if we can rebuild the rowing / racing infrastructure. The request was for up to \$15,000 for refurbishment of lane lines, floats, and starting blocks. It was also agreed that the entire board would need to be actively engaged in educating and advocating on behalf of Clermont County in order to secure State of Ohio resources to supplement / complement those of Clermont County allowing Harsha Lake once again to be a show place for rowing regatta events. The economic impact of these events historically has been huge! Motion to approve the expenditures up to \$15,000 for repair, refurbishment, and installation of equipment lane lines, buoys, cables, and starting dock repairs was made by Linda Fraley, seconded by Jeff Lykins. Motion passed.

**Sales Update-** Deals in the sales, event, and activity pipeline were presented. James Barger has generated almost all the activity noted on this month's sales report. Great month!

**CVB Director Selection Process-** Consultant Mark Faust reported that 9 director candidates have gone through the video interview process to date. Next step thru early to mid- September will be face to face meetings / interviews. Top 3 or 4 candidates will be identified and presented to CVB Board at next meeting Tuesday September 24<sup>th</sup>.

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Signed

Dated