

Marketing and Branding Committee Meeting Agenda

via Zoom – 7/14/22 – 3pm

<https://zoom.us/j/93058607939?pwd=dG5UQTJDOGJMdGtIVIFYN0pVN0MrZz09>

Committee Attendees – Belinda Kenley, Chair

Jacque Powell

Amy Schrimpf

Kelli Donahoe

Pam Plageman

Guests –

Teri Lemman

Shawn Thomas

Agenda -

- Naming Rights/Sponsorships – DCC
 - RFP Template – Discussion
 - Selection Committee – Discussion
 - Timeline - Discussion

- Digital Signage – DCC Exterior
 - Engaging Linda Edwards, Solutions 360 – Estimated 1 Year Project
 - RFP Preparation Process – First 3 Months
 - Meetings with DCC/CVB Partners – Review Locations/Needs/Technical
 - Meetings with DDP – Foot and Vehicular Traffic Patterns
 - Meetings with Design/Construction Teams – Map/Placement
 - City of Dayton Engagement – Permitting Requirements/Restrictions
 - RFP Draft – Review with Committee and Bricker

- Exterior Demo – 8/17 – 10am
 - Media Event – DDN, DBJ, Other?
 - Stakeholder Invitations - Discussion

- Newsletter/Social Media/Marketing – DCC Construction Project
 - Template for Quarterly Newsletter – In process
 - Messer – Drone and Time Lapse Videos
 - Banners, Window Clings
 - Social Media Posts – Messer to Review prior to posting

- 2022 MCCFA Annual Report – Discussion
 - Collaboration with CVB/DCC-ASM – Stats, Event Information