



**MONTGOMERY COUNTY CONVENTION FACILITIES AUTHORITY
BOARD OF DIRECTORS**

Marketing & Branding Committee Meeting
Tuesday, November 1, 2022 | 1:00 – 2:00 p.m.
Via Electronic Means

AGENDA

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| I. | Roll Call | |
| II. | Approval of July 14, 2022 Meeting Minutes | Action |
| III. | 2022 MCCFA Annual Report Draft (Teri Lemman) <ul style="list-style-type: none">• Collaboration with CVB/DCC-ASM for stats, event information | Update |
| IV. | DCC 50 th Anniversary Planning (Kelli Donahoe) | Discussion |
| V. | Dayton International Airport Advertising | Update |
| VI. | Exterior Project Signage – ARC Proposal | Discussion |
| VII. | Digital Media Signage RFP <ul style="list-style-type: none">• Status and review activities | Discussion |
| VIII. | Social Media RFP <ul style="list-style-type: none">• Status and review activities | Discussion |
| IX. | Valuation/Naming Rights RFP <ul style="list-style-type: none">• Status and review activities | Discussion |
| X. | Adjournment | Action |



**MONTGOMERY COUNTY CONVENTION FACILITIES AUTHORITY
BOARD OF DIRECTORS – MARKETING & BRANDING COMMITTEE**

Meeting Minutes
July 14, 2022, 3:00 p.m.
Via Telephonic/Electronic Means

COMMITTEE MEMBERS PRESENT: Belinda Kenley, Chairperson; Amy Schrimpf; Jacquelyn Powell; Kelli Donahoe

COMMITTEE MEMBERS EXCUSED: None

GUESTS: Pam Plageman, MCCFA Executive Director; Teri Lemman, MCCFA Executive Assistant

I. Call to Order

Ms. Kenley called the meeting to order at 3:00 p.m.

II. Naming Rights/Sponsorships - DCC

Ms. Plageman presented a draft RFP template and asked the committee members to review and return comments to her. Ms. Plageman recommended that a consultant be hired to conduct a valuation of revenue potential and serve as the MCCFA's market representative. A discussion will be needed with the Board at an upcoming meeting, she said. The committee members agreed that waiting until the new owner of the Radisson downtown hotel announces a brand is a sound decision. Ms. Kenley said a new brand will increase the DCC's credibility and value.

Ms. Kenley suggested that a target list be created for those companies that may want the opportunity. Ms. Plageman said that will be useful at a later date, and there will also need to be a formula prepared to avoid conflict with the MCCFA's tax-exempt status.

III. Digital Signage – DCC Exterior

Ms. Plageman informed the committee that a consultant has been hired to assist with an RFP for new exterior digital signage. Linda Edwards, of Solutions 360, has been engaged to prepare the draft RFP and assist with the RFP process, which could take a year to complete. Research is needed for companies that could potentially provide and

operate the hardware and software and sell the advertising. The first three months will include:

- 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

Ms. Kenley said she agrees with this approach, and Ms. Plageman said she will keep the committee and the Board informed.

IV. Exterior Demo – 8/17 at 10 a.m.

Ms. Plageman said she is working to schedule a public ceremony with dignitaries and media to kick-off the renovations. August 17 is being discussed to coincide with the removal of the exterior metal structure. Ms. Schrimpf suggested inviting local elected officials to highlight the progress and to get them invested in the project. Ms. Plageman will work with Vicki Giambrone to obtain a list of elected officials, and she asked the committee members to provide contact information for invitees. Ms. Lemman is preparing a draft invitation and an event checklist, and Shawn Thomas will assist with social media. Once the speakers and Board are confirmed for a date certain, Ms. Plageman will work with Messer and O'Rourke on the details.

V. Newsletter/Social Media/Marketing – DCC Construction Project

Shawn Thomas is working on a newsletter template. The newsletter will be issued quarterly. Ideas include featuring a hotel, updates on the DCC renovations and industry information. Late-August is a target date for the first publication. Committee members expressed support for the newsletter.

Ms. Plageman said Messer Construction will provide photo documentation of the project for social media posts. Banners and window clings are also being explored to highlight the renovations. She said a process is being prepared for MCCFA affiliates (ASM, Messer, etc.) to submit social media post requests regarding the renovation project to her for approval.

VI. 2022 MCCFA Annual Report

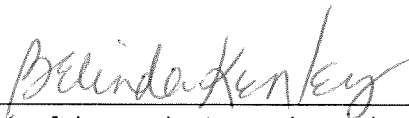
Ms. Plageman has asked Ms. Lemman to begin researching templates and content for the MCCFA's first annual report, to coincide with the close of the 2022 budget cycle. The draft will be circulated to committee members for feedback and eventually presented to the Board.

VII. Adjournment

Hearing no further discussion, the meeting adjourned at 3:50 p.m.

CERTIFICATE

The undersigned Chair of the Marketing and Branding Committee of the Montgomery County Convention Facilities Authority hereby certifies that the foregoing is a true copy of the minutes of the July 14, 2022, meeting of the Marketing and Branding Committee of the Board of Directors of said Convention Facilities Authority, as approved by the Branding and Marketing Committee on November 1, 2022.



Chair of the Marketing and Branding Committee
Montgomery County Convention Facilities Authority