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MONTGOMERY COUNTY CONVENTION FACILITIES AUTHORITY  
BOARD OF DIRECTORS

Marketing & Branding Committee Meeting  
Monday, November 21, 2022 | 2:30 – 3:30 p.m.  
Via Electronic Means

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AGENDA

- |      |  |             |
|------|--|-------------|
| I.   | Roll Call – Call Meeting to Order                  | Action      |
| II.  | Approval of November 1, 2022 Meeting Minutes       | Action      |
| III. | Dayton International Airport Advertising           | Action      |
|      | a. December 1 Board Meeting consideration for 2023 |             |
| IV.  | Valuation/Naming Rights RFP                        | Action      |
|      | a. Review Proposals                                |             |
| V.   | Digital Media Signage RFP Status                   | Information |
| VI.  | Dayton Convention Center Art Discussion            | Information |
| VII. | Adjournment  | Action      |



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

Meeting Minutes  
November 1, 2022, 1:00 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 1:02 p.m., and Ms. Lemman called the roll.

**II. Approval of July 14, 2022 Meeting Minutes**

The minutes of the July 14, 2022 meeting were presented and reviewed. Ms. Powell said the language in the fourth sentence in the first paragraph in Section II was incomplete: “The committee members agreed that waiting until the new owner of the Radisson downtown hotel announces a brand decision.” With the committee’s approval, Ms. Lemman will make the proper grammatical correction in the final minutes for signature.

**MOTION:** To approve the minutes of the July 14, 2022 Marketing & Branding Committee meeting with the correction as noted above was made by Ms. Schrimpf, seconded by Ms. Powell, and voted unanimously.

**III. 2022 MCCFA Annual Report Draft**

Ms. Lemman presented a draft of the first MCCFA Annual Report and invited feedback. Ms. Powell will forward a copy of the CVB report as a reference, and Ms. Donahoe said she is finalizing the ASM report for the DCC and will send data on initiatives and statistics when it is available. Ms. Lemman said the desired publication date is March 2023, when the financials will be complete. Ms. Lemman will circulate a copy of the draft for feedback and will keep the committee updated.

**IV. DCC 50<sup>th</sup> Anniversary Planning**

Ms. Donahoe discussed an idea to celebrate the 50<sup>th</sup> Anniversary of the Dayton Convention Center to be held in 2023. Relics have been found in the building, and she asked the committee

for their ideas and assistance with future planning. Ms. Donahoe said she wants to find a fun way to celebrate while also solidifying the DCC's presence in the community, such as a time capsule. In response to Ms. Schrimpf's question about timing, Ms. Donahoe said Q2 is desirable. Ms. Plageman asked Ms. Donahoe to prepare a one-pager framework to include tentative dates, invitees, budget, spaces, etc. Ms. Kenley said she thought the Board would be interested in supporting the celebration financially.

**V. Dayton International Airport Advertising**

Ms. Plageman updated the committee about ongoing DCC advertising discussions with the Dayton International Airport leadership. She said they are getting feedback from the community that there is not enough promotion on the renovation plans. Two meetings have been held, and she and Ms. Donahoe have reviewed preliminary locations and marketing ideas. The ideal location is in the baggage claim area. Early costs run approximately \$2,500 monthly with a \$1,100 one-time set up fee. In addition to advertising the renovations, the DCC could advertise upcoming events as an additional revenue opportunity. Ms. Powell said it's a great idea to be more visible at DIA, and she said the CVB has had a long-standing ambassador relationship with the Airport, which is gearing up again following COVID. Ms. Plageman said she will keep the committee apprised of developments.

**VI. Exterior Project Signage – ARC Proposal**

Ms. Plageman said window clings have been installed inside and outside the DCC to promote the renovation. She is also looking at window clings for both sides of the skywalk and to wrap the current inoperable digital marquis. The Arcade used e-ARC during its construction, and Ms. Plageman has met with a representative who will provide options and estimates.

**VII. Digital Media Signage RFP**

Ms. Plageman previously circulated the most recent draft of the "Turnkey Exterior Digital Signage Solutions" RFP, due to be issued today. Consultant Linda Edwards has provided the names of several local firms, including Stratacache, OutFront and Lamar to provide turnkey solutions. Key-Ads said it does not provide the hardware, but Ms. Plageman will explore this further. The DDP provided a downtown traffic data report. Ms. Powell said the CVB has a signage contract on the Jefferson Street skywalk. Ms. Plageman reviewed the schedule of activities.

**VIII. Social Media RFP**

Ms. Plageman issued an RFP for social media services. An MCCFA contractor had been hired to perform social media posts, create content and publish the quarterly newsletter, and update the website. However, Ms. Plageman said she decided to explore outsourcing the services with organizations that had experience. The RFP was published, sent to four firms, and two firms responded. One firm was \$3,000 per month, and the second firm, Van Tech, is local and bid \$1,800 per month. An interview with Van Tech will take place on November 2.

**IX. Valuation/Naming Rights RFP**

Ms. Kenley said an RFP to value potential DCC naming rights opportunities was issued, and the Board previously approved up to \$50,000 for this first phase. Those potential assets include, for example, the flex hall, board rooms, lobby, theater, and Gem City ballroom. After receiving the Phase 1 valuation report, the Board could determine that it is best to outsource the professional services to identify, solicit and negotiate naming rights agreements, and issue an RFP for the price structure for that service (Phase 2). However, she reminded the committee that several Board members have expressed interest in using Board member contacts to identify potential local partners.

(Note: Because ASM may be a potential bidder on the RFP, Ms. Donahoe excused herself from the rest of the meeting.)

Ms. Plageman said Bricker & Eckler will review all naming rights donations to avoid jeopardizing the center's tax-exempt status. She also said optional, informational tours are scheduled for November 3, and there may be three bidders. Questions will be due by November 8 and November 29 is the targeted date for awards. This committee will be the selection committee, and a meeting will be scheduled to review the proposals.

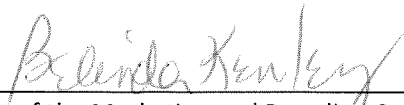
**X. Adjournment**

Hearing no further discussion, the meeting adjourned at 1:50 p.m.

**MOTION:** A motion to adjourn was made by Ms. Schimpf, seconded by Ms. Powell, and voted unanimously.

**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 November 1, 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 21, 2022.



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