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MONTGOMERY COUNTY CONVENTION FACILITIES AUTHORITY
BOARD OF DIRECTORS
Regular Meeting | January 5, 2023
Dayton Convention Center – In Person Room 208 – 4:00 p.m.

AGENDA

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|------|--|--------------------|
| I. | Roll Call – Call Meeting to Order | Action |
| II. | Approval of minutes of the December 1, 2022 Regular Meeting | Action |
| III. | Reports and Communications | |
| A. | Executive Committee | |
| i. | Board Strategic Planning and Development | |
| a. | Review Board Retreat Format | Information |
| b. | Board Reappointments for 2023 | Information |
| B. | Operations Committee | |
| i. | Design and Development Project Outline and Updated Timeline | Information |
| C. | Fiscal Officer Report, Sean Fraunfelter, Fiscal Officer | |
| i. | October DCC Financial Report | Action |
| ii. | November CFA Financial Report | Action |
| iii. | 2023 CFA Budget | Action |
| D. | Executive Director Report, Pam Plageman, MCCFA Executive Director | |
| i. | DCC Updates, Kelli Donahoe, DCC General Manager | Information |
| ii. | Updates on Hotel/Motel Tax Collections | Information |
| IV. | Executive Session – The board will adjourn to executive session to: (1) consider the purchase of certain real and personal property for public purposes, pursuant to the authority set out at Ohio Revised Code Sections 121.22(G)(2); and (2) consider the employment or compensation of a public employee or official. Upon conclusion of the executive session, the Board will reconvene its meeting of the Board of Directors. | |
| V. | Other Business | Information/Action |
| VI. | Next Meeting/Retreat Date: February 2, 2023, 3:00 p.m. – 7:00 p.m. – In Person Room 208 – Regular Meeting and Retreat | |
| VII. | Adjournment | |



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

Regular Meeting Minutes

December 1, 2022, 4:00 p.m.

Dayton Convention Center Room 208

BOARD OF DIRECTORS

PRESENT: Walter Reynolds, Chairman; Mike Stevens, Vice Chairman; Belinda Kenley, Secretary; Amy Schrimpf; Jacquelyn Powell; Jeff Gore; Michael Roediger; Kevin Weckesser; Paul Gruner

EXCUSED: Tom Whelley; LaShea Lofton

GUESTS

Pam Plageman, MCCFA Executive Director
Sean Fraunfelter, MCCFA Fiscal Officer
Shannon Martin, Bricker & Eckler
Vicki Giambrone, CBD Advisors
Kelli Donahoe, General Manager, ASM Global
Teri Lemman, MCCFA Executive Assistant

I. Roll Call – Call Meeting to Order

Ms. Giambrone called the roll. With a quorum present, Chairman Reynolds called the meeting to order at 4:00 p.m.

II. Approval of Minutes of the November 3, 2022 Regular Meeting

Chairman Reynolds asked for comments/edits to the November 3, 2022 Regular Meeting minutes. Hearing none, Chairman Reynolds called for a motion.

MOTION: It was moved by Ms. Powell, seconded by Vice Chair Stevens, and unanimously voted to approve the November 3, 2022 Regular Meeting minutes.

III. Reports and Communications

A. Finance Committee

i. 2022 MCCFA Budget Amendment

Mr. Fraunfelter reminded the Board that the budget was last amended in August. This is the final amendment for 2022.

Revenue Highlights: The MCCFA lodging tax has been increased to \$3.5 million; The City of Dayton lodging tax contribution has been increased. There will be offsets to Food & Beverage for unmet revenue projections. STAR Ohio account is now paying 3.9% interest for an increase of \$10K. In total, there is a net revenue increase of \$93K.

Expense Highlights: General Liability insurance increased due to five annual payments and an increase in rates. The CFA capital allocation and improvements were reduced by \$50K because the air fryer payment will be made in 2023. In total, there is a net change of -\$200K, but on track for \$457K in overall net change for the year.

Mr. Fraunfelter said he added the additional \$5 million in issued bonds. Operating Fund reserves have been moved to an interest-bearing STAR Ohio account, with an expected \$250K+ in reserve by the end of the year. Debt service payments were made on December 1. Vice Chair Stevens asked about "maximum amount" for the debt service reserve. Mr. Fraunfelter wasn't sure the exact amount, but it would be 50% of the highest total for each issue. For context of the minutes, the amount would be \$1,418,710.

MOTION: To approve the 2022 MCCFA Budget Amendment was made by Mr. Weckesser, seconded by Secretary Kenley, and voted unanimously.

B. Marketing and Branding Committee

i. 2023 Dayton International Airport Advertising

Secretary Kenley presented the Marketing and Branding Committee's recommendation to secure advertising in the baggage claim area at the Dayton Airport. The goal is to increase exposure to the Dayton Convention Center. In 2022, there were 594,000 enplanements and 596,500 deplanements. With the new Avelo airline, those numbers are expected to increase. The committee recommends advertising in baggage claim because travelers are stationary. Ms. Powell said she is interested in future advertising in the region. Secretary Kenley said the proposal is a trial period for one year and will be reassessed based on data collected. The proposed initial investment is \$2,500 per month, for a total of \$30K for the year, and a one-time \$1,100 production and installation fee. Ms. Plageman said advertising ideas include interactive QR codes linked to social media, and the advertising can be changed every quarter or six months as needed based on events. She also clarified that while the agreement will begin in 2023, the advertising may not be placed until February due to time needed for design and installation.

MOTION: To engage with Departure Media for a one-year commitment of advertising in the baggage claim area for the Dayton Convention Center, beginning in January 2023, as presented in the proposal, was made by Secretary Kenley, seconded by Ms. Schrimpf, and voted unanimously.

C. Executive Committee

i. Board Strategic Planning and Development

a. Approve 2023 Meeting Schedule

Ms. Plageman presented the proposed 2023 Board meeting schedule and asked for feedback. The proposed schedule includes eight regular meetings, a retreat in February, one working session, and two months with no meetings. She clarified that the proposal is to keep the same meeting time, location, and first Thursday of the month. Hearing no discussion, Chairman Reynolds called for a motion

MOTION: To approve the 2023 Meeting Schedule as presented was made by Mr. Roediger, seconded by Mr. Gore, and voted unanimously.

b. PCMA – Travel to GCCC January 9th - Schedule

Ms. Plageman referred to the itinerary for the Board's visit to the PCMA Conference in Columbus on January 9, 2023, and she thanked the Board for their overwhelming interest. She asked that the Board submit questions for its meeting with FCCFA Executive Director Don Brown. An email reminder will be sent to solicit the questions, which will be shared with Mr. Brown in advance.

D. Fiscal Officer Report, Sean Fraunfelter, Fiscal Officer

i. September 2022 DCC Financial Report

In summary, there was a \$250K budget variance because a few events did not materialize.

MOTION: To approve the September 2022 DCC Financial Report was made by Mr. Weckesser, seconded by Vice Chair Stevens, and voted unanimously.

ii. October 2022 Financial Report

Mr. Fraunfelter said the lodging collections were close to projections. \$227K was received from the City of Dayton, and actual collections, based on a cash basis in October, was \$355K. Under Expenses, the \$10,800 amount is the cost of technology services for ASM's office suite move and an insurance payment of \$25,000. There is about \$964K in STAR Ohio related to operations, the operating reserve and debt service reserve. Issued debt was recorded in October. The total for the invested construction account with Redtree was \$29.5 million at end of October and, as of today is approximately \$2.8 million will be maturing before the end of the year. If these funds are not spent, they become available for reinvestment, while ensuring spend-down requirements are met.

MOTION: To approve the October 2022 Financial Report was made by Mr. Weckesser, seconded by Mr. Gruner, and voted unanimously.

E. Executive Director Report, Pam Plageman, MCCFA Executive Director

i. DCC Mitigation Plan, Kelli Donahoe, DCC General Manager

Ms. Donahoe presented the short-term plan to mitigate losses from the Radisson closure. Action items include: Pivot to smaller events; incentivize current tentative groups to move to contract; incentivize groups to sign multiple dates/years; incentivize groups by offering event enhancements; work with DCVB to identify regional drive-in groups. The ASM team is also targeting small corporate meetings, banquets, fraternal events, and sporting/performance events. Other strategies include a culinary showcase, renovation project reveal, direct mail campaigns, and personal sales calls. Ms. Plageman asked Board members to leverage their community relationships to book meetings and events. Chairman Reynolds asked how competitive the DCC rates are. Ms. Donahoe said they are very competitive, and the issues are not financial, they are aesthetic and there are many concerns about the parking garage.

Ms. Powell said the CVB is absorbing costs for motor coaches for events that were rebooked from the Radisson to area hotels. Event planners expect free transportation. She requested that ASM, MCCFA and CVB work together on an approach. The Board is favorable to a budgeted line item to offset the costs. Ms. Donahoe said they will work with clients on ideas to reduce costs, and Ms. Plageman will address costs and the garage with the City, and an overall comprehensive plan. Ms. Plageman will also contact Tyler Small at Montgomery County regarding opportunities at the Reibold parking garage. After discussing amounts with the Board, Mr. Fraunfelter will add a \$25K line item to offset transportation costs to the 2023 budget.

Ms. Donahoe updated the Board on new bookings, site visits, community volunteer efforts and YTD gross revenues.

ii. Updates on Hotel/Motel Tax Collections

Ms. Plageman said lodging collections YTD total \$3.4 million.

For a brief construction update, Ms. Plageman said the escalators improvements were put out to bid, awarded and will start mid-2023. The restroom and asbestos contracts were also awarded.

IV. Executive Session

Chairman Reynolds asked if there were matters before the Board for executive session. Hearing yes, a motion was made.

MOTION: It was then moved by Ms. Kenley seconded by Mr. Reynolds, and unanimously approved to adjourn to executive session for the purpose of considering the purchase of certain real and personal property for public purposes, pursuant to the authority set out at Ohio Revised Code Sections 121.22(G)(2).

After a roll call vote, the Board adjourned to executive session and excused all guests except for Ms. Martin, Ms. Plageman, Mr. Fraunfelter and Ms. Giambrone.

MOTION: To adjourn to open session was made by Chairman Reynolds, seconded by Secretary Kenley, and unanimously approved.

V. Other Business

No other business was presented by the Board.

VI. Next Meeting Date: January 5, 2023, 4:00 p.m. – In Person Room 208

Chairman Reynolds announced that the next Regular Board meeting is January 5, 2023, at 4:00 p.m.

VII. Adjournment

MOTION: It was moved by Mr. Roediger, seconded by Mr. Gruner, and approved unanimously to adjourn.

The meeting adjourned at 5:20 p.m.

CERTIFICATE

The undersigned Secretary of the Board of Directors of the Montgomery County Convention Facilities Authority hereby certifies that the foregoing is a true copy of the minutes of the December 1, 2022 meeting of the Board of Directors of said Convention Facilities Authority, as approved by the Board on January 5, 2023.



Secretary, Board of Directors
Montgomery County Convention Facilities Authority