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MONTGOMERY COUNTY CONVENTION FACILITIES AUTHORITY
BOARD OF DIRECTORS

Marketing & Branding Committee Meeting

June 27, 2023 | 10:30 – 11:30 a.m.

Via Electronic Means and Dayton Convention Center MCCFA Conference Room
22 E. 5th Street, Dayton, OH 45402

AGENDA

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|-------|---|-------------|
| I. | Roll Call – Call Meeting to Order | Action |
| II. | Approval of March 10, 2023 and April 25, 2023 Meeting Minutes | Action |
| III. | Presentation and Approval of Phase 1 Asset Inventory & Valuation Report
By The Superlative Group (10:05-10:25) | Action |
| IV. | Key Ads Exterior Digital Signage Contract Update | Information |
| V. | Dayton Convention Center 50 th Anniversary Celebration Planning | Information |
| VI. | General Updates | Information |
| | A. Social Media Presence and Metrics | |
| | B. Spring 2023 Newsletter | |
| | C. DCC Art Commissioning Budget and Process | |
| VII. | Other Business | Information |
| VIII. | Next Meeting: September 27, 2023 | Information |
| IX. | Adjournment | Action |

For Additional Information, Contact Tlemman@montgomerycountycfa.org



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

Meeting Minutes
March 10, 2023 | 2:00 p.m.
Via Telephonic/Electronic Means

COMMITTEE MEMBERS

PRESENT: Belinda Kenley, Chairperson; Michael Roediger; Jacquelyn Powell

EXCUSED: Pam Plageman; Kelli Donahoe (due to conflict of interest with Exterior Digital Signage RFP)

GUESTS: Linda Edwards, Solutions 360

STAFF: Teri Lemman, MCCFA Executive Assistant

I. Call to Order

Chairperson Kenley called the meeting to order at 2:00 p.m., and Ms. Lemman called the roll.

Chairperson Kenley welcomed new committee member Mr. Roediger and provided a list of the Marketing & Branding Committee initiatives, past and present, including August 2022 Renovation Launch, Naming Rights/Valuation, social media, Dayton International Airport advertising, quarterly MCCFA newsletter, first Annual Report draft, and the Dayton Convention Center 50th Anniversary planning.

Chairperson Kenley welcomed Linda Edwards of Solutions 360, who is the MCCFA's consultant for the exterior digital signage RFP.

II. Approval of November 21, 2022 Meeting Minutes

The minutes of the November 21, 2022 meeting were presented and reviewed. Chairperson Kenley requested comments and edits. Hearing none, she made a motion to approve.

MOTION: To approve the minutes of the November 21, 2022 Marketing & Branding Committee meeting was made by Chairperson Kenley, seconded by Ms. Powell, and approved unanimously.

III. Review Exterior Digital Signage Responses/Proposals

Ms. Edwards said two proposals to the RFP were received and provided to the committee: 1) ASM + Anthony James Partners ; and 2) Key-Ads. The MCCFA is looking for turn-key solutions. Highlights of the committee's discussions regarding both proposals are as follows:

ASM + Anthony James Partners: The proposal is contingent on receiving the award for Phase 2 of the Naming Rights/Valuation anticipated RFP. Ms. Edwards noted that ASM + Superlative received the Phase 1 award. When the committee meets with the presenters, it will ask for additional clarification on ASM's exclusive control of sales, revenue sharing, roles and cost of ownership by MCCFA after first year, and the contingency. ASM + Anthony James Partners received positive comments about their national presence and reputation.

Key-Ads: Key-Ads has demonstrated its commitment to grow with the Convention Center. The curved screen is a statement piece. Key-Ads will cover all costs for installation and maintenance of the digital screen and two wallscapes. However, the committee needs to clarify the length of the contract and whether the costs will be covered by Key-Ads for the same length. Key-Ads will pay a guarantee \$6K per year or 10% of receipts, whichever is greater; Key Ads will provide 875 eight-second spots per day for DCC events; Key-Ads will provide art creation services for show managers hosting events at the DCC that are open to the public (estimated \$10K per year). The committee stated its interest in learning more about the maintenance costs, how events gets promoted and how design services are charged, if at all (e.g., does the DCC or the client buy?). Key-Ads was recognized by the committee members for its local presence and reputation.

In general, the committee agreed that it needs the ability to approve ad designs that are promoted on the building, and this question will be asked of both companies. Ms. Powell clarified that language can be put into sales contracts and, in the past, no fees were charged if the promoted event took place at the DCC. The committee also agreed that team diversity and Minority/Women-Owned Business representation are important.

March 29, 2023 is the scheduled date for the presentations. However, a committee quorum is not possible, and the committee requested that the date be changed. Ms. Lemman will notify Ms. Plageman, and Ms. Lemman will solicit the committee's and Ms. Edwards' availability for different dates.

IV. Review Draft of 2022 MCCFA Annual Report

Ms. Lemman presented a copy of the second draft of the 2022 MCCFA Annual Report and requested feedback. The committee was favorable to the format and content and offered the following suggestions: Replace "Our Story" with a letter/photos from Chairperson Reynolds and Ms. Plageman; delete "Prepared For/Presented By" on the cover page; and add the MCCFA's Mission and Vision statements. Ms. Lemman will make the requested changes and recirculate

the draft for comment and proofreading. She will also review the format for printer-compatibility.

V. Art Commissioning Process for Dayton Convention Center

Ms. Plageman was unable to attend the meeting. This topic will be held over for the next meeting.

VI. General Updates

A. Valuation/Naming Rights Initiative

Ms. Lemman reminded the committee that three firms bid on Phase 1: ASM Global + Superlative, Hubble/Premier Partnerships, and Bonham/Wills + Associates. ASM Global + Superlative was awarded the contract. Ms. Plageman has met with the ASM/Superlative Team and is in the process of gathering data. A status meeting with Ms. Plageman and the project team is scheduled for Tuesday, March 14.

B. Social Media Presence

Ms. Lemman reminded the committee that the MCCFA has engaged Van Tec Marketing to assist with regular social media postings to increase brand awareness. The MCCFA has accounts on Facebook, Instagram and LinkedIn. Van Tech also supports the MCCFA website and publishes the MCCFA Quarterly Newsletter and tracks its reach. Data from the February report: 29.4% increase over last month with accounts reached; 32% increase in impressions; 44.4% increase in profile visits; and 190 new followers, a 42.8% increase from January. Van Tech reported that the Newsletter performed the best as far as engagement. Mr. Roediger offered that, in the future, the organization may want to think about a part-time marketing position if it makes financial sense to do so.

C. Newsletter

Ms. Lemman said the Winter issue was released in February, and the Spring edition is underway. The newsletter has 350 subscribers with a 45% email open rate.

D. Dayton Convention Center 50th Anniversary Celebration and Historical Memorabilia Project

Ms. Lemman said there are plans to have a 50th anniversary celebration in 2023. Kelli Donahoe is working on potential dates. The CFA has located all the historical memorabilia from the center's first plans and is working on a potential artistic display for the historical collection. Ms. Plageman met with John Fabelo and Kelli Donahoe to brainstorm ideas on how to best display the artifacts, and they are working with Mr. Roediger to possibly identify an historical art-librarian or student who can categorize the collection. Mr. Fabelo is reaching out to The Co. and helping to identify available walls in the DCC. Mr. Roediger suggested that a stipend be offered, and Ms. Lemman agreed to inform Ms. Plageman of this idea.

E. Skywalk Window Clings

Ms. Lemman said production of window clings from the DCC-to-hotel is complete. The window clings feature the renovation plans. Installation is waiting on permits and warmer weather. Ms. Powell said the WGI April conference has installed window clings in that location in the past, and Ms. Lemman asked Ms. Powell to confirm whether that space has been committed.

VII. Proposed Quarterly Meeting Schedule

Chairperson Kenley asked the committee for its preference for regularly-scheduled meetings, either quarterly or bi-monthly. The committee prefers a quarterly schedule, with interim meetings as needed. Ms. Lemman will reach out with a proposed schedule.

VIII. Other Business

No other business was presented.

IX. Adjournment

Hearing no further discussion, a motion was made to adjourn.

MOTION: To adjourn was made by Mr. Roediger, seconded by Chairperson Kenley, and unanimously approved.

The meeting adjourned at 3:20 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 March 10, 2023 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 June 27, 2023.



Belinda Kenley, Board Vice Chairperson and
Chairperson, Marketing and Branding Committee
Montgomery County Convention Facilities Authority