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MONTGOMERY COUNTY CONVENTION FACILITIES AUTHORITY  
BOARD OF DIRECTORS

Marketing & Branding Committee Meeting

September 27, 2023 | 10:30 – 11:30 a.m.

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

AGENDA

- |       |  |             |
|-------|--|-------------|
| I.    | Roll Call – Call Meeting to Order  | Action      |
| II.   | Approval of June 27, 2023 Meeting Minutes  | Action      |
| III.  | Key Ads Exterior Digital Signage Contract Progress   | Information |
| IV.   | Dayton Convention Center 50 <sup>th</sup> Anniversary Celebration & Business Community Preview – Save the Date 11/1/23 – 4p – 6p | Information |
| V.    | Summer Edition MCCFA Newsletter  | Information |
| VII.  | Other Business   | Information |
| VIII. | Next Meeting: December 20, 2023  | Information |
| IX.   | Adjournment  | Action      |



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

**Marketing & Branding Committee**

**Meeting Minutes**

June 27, 2023 | 10:30 a.m.

Via Telephonic/Electronic Means and MCCFA Conference Room,  
Dayton Convention Center, 22 E. Fifth Street, Dayton, OH 45402

**COMMITTEE MEMBERS**

**PRESENT:** Belinda Kenley, Chairperson; Michael Roediger; Jacquelyn Powell; Kelli Donahoe; Pam Plageman

**EXCUSED:** None

**STAFF:** Teri Lemman, MCCFA Executive Assistant

**I. Call to Order**

Chairperson Kenley called the meeting to order at 10:30 a.m., and Ms. Lemman called the roll.

**II. Approval of March 10, 2023 and April 25, 2023 Meeting Minutes**

The minutes of the March 10 and April 25 meetings were presented and reviewed. Chairperson Kenley requested comments and edits. Hearing none, she requested a motion to approve.

**MOTION:** To approve the minutes of the March 10, 2023 and April 25, 2023 Marketing & Branding Committee meetings as presented was made by Ms. Powell, seconded by Mr. Roediger, and approved unanimously.

**III. Presentation and Approval of Phase 1 Asset Inventory & Valuation Report by the Superlative Group**

Chairperson Kenley introduced Mr. Justin Brodsky and Mr. Noah Benzing of The Superlative Group. Following an RFP process, The Superlative Group was commissioned to perform a valuation of the Dayton Convention Center for naming rights and asset value sponsorship opportunities. The draft report was presented to the committee for discussion. Ms. Plageman said that Phase 2 involves hiring a consultant to perform the marketing, sales and negotiations for local and national opportunities – unless the Board decides to perform the service in-house.

However, she recommends delaying Phase 2 until the construction is farther along and a new headquartered hotel has been identified. While the naming rights opportunities total between \$8.7 million-\$12 million, Ms. Plageman reminded the committee of the maximum \$6 million ceiling due to the MCCFA's public bond status. As debt service is paid down, the ceiling will increase. The committee asked Superlative to also provide examples of other competitive markets where naming rights were obtained, such as Lexington, Kentucky. Mr. Brodsky said he will follow-up. However, he said the Lexington Center included the Rupp Arena, which would be difficult to draw a comparison to the DCC which does not have a sports venue. Other comparable markets may not have publicly available data or have no naming rights agreements in place. The committee thanked The Superlative Group for its exhaustive report and presentation.

**MOTION:** It was moved by Mr. Roediger and seconded by Ms. Powell to recommend acceptance of the Phase 1 Valuation Report for presentation at the July 6 Board of Directors meeting.

**IV. Key Ads Exterior Digital Signage Contract Update**

Ms. Plageman said the Key Ads draft lease agreement for exterior digital signage is being reviewed by Ms. Martin and we should receive comments soon. Work sessions will be held with ASM in the near future to operationalize the design and advertising sales processes.

**V. Dayton Convention Center 50<sup>th</sup> Anniversary Celebration Planning**

Ms. Plageman said Ms. Donahoe is working on a DCC 50<sup>th</sup> anniversary celebration. October 12 has been selected as a tentative date, and Ms. Donahoe said she may hire a third-party planner. The Heritage Ohio conference will be held the same week at the Arcade and draws approximately 500 attendees. Ms. Plageman and Ms. Donahoe are looking into opportunities for the MCCFA/ASM to host an event at the Dayton Convention Center.

**VI. General Updates**

**A. Social Media Presence**

Ms. Lemman reported on the social media metrics from May: Accounts reached, up 50.4%; impressions up 171%, with 74 new followers. The statistics for the June newsletter were not available at the time of the meeting.

**B. Newsletter**

Ms. Lemman said the Spring issue was released in June, and the newsletter has almost 400 subscribers. The committee encouraged a wider distribution to include key community leaders.

**C. DCC Art Commissioning Budget and Process**

Ms. Plageman confirmed that the committee will be asked to assist with an art commissioning process when firm budget numbers are available. Mr. Roediger said he

has industry contacts if they are needed. Ms. Plageman expressed interest and said there may need to be a public process to obtain quotes to secure a consultant.

**VII. Other Business**

No other business was presented.

**VIII. Next Meeting: September 27, 2023**

The next meeting will be held on September 27, 2023.

**IX. Adjournment**

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

**MOTION:** To adjourn was made by Ms. Powell, seconded by Mr. Roediger, and unanimously approved.

The meeting adjourned at 11:40 a.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 June 27, 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 September 27, 2023.



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