



Progress | Hospitality | Growth

MONTGOMERY COUNTY CONVENTION FACILITIES AUTHORITY  
BOARD OF DIRECTORS

Marketing & Branding Committee Meeting

Wednesday, March 20, 2024 | 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 September 27, 2023 Meeting Minutes   | Action      |
| III.  | Key-Ads Exterior Digital Signage Update  | Information |
| IV.   | Collaboration with ASM Global and Convention & Visitors Bureau Regarding Relaunch Planning | Discussion  |
|       | i. Private Client Tours  | Information |
| V.    | Planning for Dayton Convention Center Art  | Discussion  |
| VI.   | Other Business   | Information |
| VII.  | Next Meeting: Wednesday, June 19, 2024, 10:30 a.m.   | Discussion  |
|       | i. Wednesday, June 19, 2024 is Juneteenth Holiday  |             |
| VIII. | Adjournment  | Action      |