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

Marketing & Branding Committee

Meeting Minutes

Wednesday, September 27, 2023 | 10:30 a.m.

Via 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; 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 June 27, 2023 Meeting Minutes

The minutes of the June 27, 2023 meeting 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 June 27, 2023 Marketing & Branding Committee meeting as presented was made by Ms. Powell, seconded by Mr. Roediger, and approved unanimously.

III. Key Ads Exterior Digital Signage Contract Progress

Ms. Plageman said a work session was held with Bricker Grayson, Nick Keyes, Kelli Donahoe, and herself regarding operations and contract language. Mr. Keyes is reviewing those comments with the Key-Ads team. A second work session is scheduled for October 12. After the agreement is signed, equipment will be ordered, and it will take approximately nine months after the signed agreement until the sign is operational.

- IV. Dayton Convention Center 50th Anniversary Celebration & Business Community Preview**
Ms. Kenley said the Dayton Convention Center's 50th Anniversary celebration will take place on November 1 from 4-6 p.m. Ms. Plageman said the event will also be a preview of the DCC transformation for the business community. The House of Joy, an event planning company, will help organize the event, and a Save The Date card is being developed. Ms. Plageman envisions a progressive appetizer dinner that moves guests through the facility, ending in the new flex hall ballroom for dessert. Mayor Mims will say a few words, and the county might be invited to speak as well. The draft agenda will be shared with the Marketing & Branding Committee for input.
- V. Summer Edition MCCFA Newsletter**
Ms. Plageman said the Summer-In-Review edition will be published in the next few days. It will be shared with the Board and published on social media.
- VI. Other Business**
Montgomery County is holding its job fair in the DCC today with over 100 employer booths.
- VII. Next Meeting: December 20, 2023**
The next meeting will be held on December 20, 2023.
- VIII. Adjournment**
Hearing no further discussion, a motion was made to adjourn.

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

The meeting adjourned at 10:41 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 September 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 March 20, 2024.



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