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MONTGOMERY COUNTY CONVENTION FACILITIES AUTHORITY  
BOARD OF DIRECTORS

Marketing & Branding Committee

Thursday, April 24, 2025 | 10:00 a.m.

Meeting Conducted by Electronic/Telephonic Means

Contact Teri Lemman for virtual meeting link

[tlemman@montgomerycountycfa.org](mailto:tlemman@montgomerycountycfa.org) | 937-535-5309

AGENDA

- |      |   |                 |
|------|---|-----------------|
| I.   | Roll Call – Call Meeting to Order   | Action          |
| II.  | Approve Minutes of February 19, 2025 Meeting Minutes  | Action          |
| III. | Review and Take Action to Approve Budget for the June 27, 2025<br>Relaunch Ribbon Cutting Ceremony and Community Open House   | Action          |
| IV.  | Receive Information Regarding Phases 1- 3 of the Dayton Convention<br>Convention Center Art Acquisitions and Installations<br>A. Discussion of art descriptions/placards/QR codes | Information     |
| V.   | Other Business<br>A. Possible dedication of “Alliance”  | Open Discussion |
| VI.  | Next Meeting Date: To Be Determined   | Information     |
| VII. | Adjournment   | Action          |

For Additional Information, Contact [TLemman@MontgomeryCountyCFA.org](mailto:TLemman@MontgomeryCountyCFA.org) | 937-535-5309



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MONTGOMERY COUNTY CONVENTION FACILITIES AUTHORITY  
BOARD OF DIRECTORS

Marketing & Branding Committee

Meeting Minutes

Wednesday, February 19, 2025 | 10:30 a.m.  
MCCFA Conference Room, Dayton Convention Center,  
22 E. Fifth Street, Dayton, OH 45402

**COMMITTEE MEMBERS**

**PRESENT:** Belinda Kenley, Chairperson, Jacquie Powell; Michael Roediger (by phone, nonvoting); Pam Plageman; Michael King

**ABSENT:** None

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

**GUEST:** Debbie Fredette, The Art Company

**I. Call to Order**

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

**II. Approve Minutes of December 18, 2024 Meeting**

Ms. Kenley presented the December 18, 2024 meeting minutes for review. Hearing no edits, she called for a motion.

**MOTION:** It was moved by Ms. Plageman, seconded by Ms. Powell, and unanimously voted to approve the December 18, 2024 meeting minutes as presented.

**III. Receive Information Regarding Dayton Convention Center Relaunch Events**

Ms. Plageman said the June 27 community open house will begin at 3:00 p.m. with speakers and a ribbon cutting ceremony sponsored by the Chamber of Commerce. Speakers confirmed so far include the Mayor, Commission President Judy Dodge, and a Chamber of Commerce representative. Ms. Powell suggested that Destination Dayton also be invited to speak. At 4:00, the center will open with family-friendly events until 7 p.m. The community open house will include activities, small bites, and tours. The parking garage will be open for an hourly rate. Ms. Plageman and Mr. King presented a breakdown of the budget, with a low estimate of \$19,000 and a high estimate of \$38,000. Sponsors have been secured with in-kind contributions, and more are expected. Estimated attendance is 500 people. The cost will be taken from the MCCFA's marketing budget. The final budget will be presented to the committee for approval at its April meeting.

**IV. Receive Information and Take Action on Phase 2 Dayton Convention Center Art Acquisitions** (*Presentation by Debbie Fredette, The Art Company*)

Ms. Plageman said an estimated \$75,000 remains in the Phase 2 budget, although more could be allocated if necessary. Ms. Fredette presented three submissions in response to the RFP for the third floor suspended skylight: Brazee Street Glass (Cincinnati, OH); Nyminal Glass (Dayton, OH); and Jessica Wolf (Cincinnati, OH). Ms. Fredette said structural anchoring will need to be explored for any of the pieces selected. Ms. Plageman said the MCCFA will cover that cost and will connect the Messer Construction team with the selected artist. After careful consideration of each art submission, the committee expressed its support for the Nyminal Glass sculpture. Ms. Fredette will contact the artist. She said it will take 12-16 weeks for construction. Ms. Plageman also said a QR code describing the sculpture will be needed, in addition to possibly incorporating still photos and videos of the production. Hearing no further discussion, Ms. Kenley called for a motion.

**MOTION:** It was moved by Ms. Powell, seconded by Mr. King, and unanimously voted to select The Ethereal Forest by Nyminal Glass in an amount not to exceed \$40,500.

Ms. Fredette presented five submissions in response to the RFP for the "Second Front Door" wall, coming from the third floor skywalk: Darcel Deneau (Detroit, MI); Urban Blooms (Cincinnati, OH); SA Greenery (Cincinnati, OH); The Art Company (Cincinnati, OH); Malina Cipleu (Austin, TX). Following discussion of each submission, the committee expressed its unanimous support for the Malina Cipleu artwork, with the More Texture option, for installation estimated in July. Hearing no further discussion, Ms. Kenley requested a motion.

**MOTION:** It was moved by Ms. Plageman, seconded by Ms. Powell, and unanimously voted to select the Malina Cipleu sculpture in the amount of \$18,000 with texture.

The committee also expressed interest in The Art Company's renderings and asked to see samples and costs for the Gem City wall. Ms. Fredette will follow-up on the request.

**V. Receive Information Regarding Phase 3 of the Dayton Convention Center Art Acquisitions**

Ms. Plageman said \$50,000 is proposed for the third floor rotating gallery that will feature Dayton-Montgomery County museums, history, and attractions. Ms. Fredette presented a floor plan and renderings to scale. Photographs/posters would be printed on 3 ml Sintra board, hung on panels, without framing. The pieces would be easy to replace, and there would be size standardization, while also accommodating the institution's ability to design its own panels. Mr. Roediger suggested quarterly rotation. The estimated cost to print a board for the 30"x60" panels is \$450. Ms. Plageman said she has asked The Art Company for a proposal to be the curator of the gallery and perform the maintenance. The \$50,000 estimate may also have funds available for the Gem City art piece. Ms. Fredette does not recommend placing pieces in the alcove. Mr. King suggested the wall could feature the "All Roads Lead to Dayton" slogan, and Mr. Roediger suggested placing the design high enough so that furniture does not obstruct it. Hearing no further discussion, Ms. Kenley called for a motion.

**MOTION:** It was moved by Ms. Kenley, seconded by Mr. King, and unanimously voted to approve the addition of \$50,000 to the art budget.

**VI. Other Business**

No additional business was presented.

**VII. Next Meeting Date**

The next regularly scheduled meeting is April 16, 2025 at 10:30 a.m. (*Note: The April 16 meeting was rescheduled for April 24, 2025.*)

**VIII. Adjournment**

Hearing no further discussion, the meeting was adjourned at 11:54 a.m.

**CERTIFICATE**

The undersigned Chairperson 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 February 19, 2025 meeting of the Marketing and Branding Committee of the Board of Directors of said Convention Facilities Authority, as approved by the Marketing and Branding Committee on April 24, 2025.



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