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MONTGOMERY COUNTY CONVENTION FACILITIES AUTHORITY
BOARD OF DIRECTORS

Marketing & Branding Committee Meeting

Wednesday, July 17, 2024 | 3:30 p.m.

Via Electronic/Telephonic Means (see contact information below for more information)

AGENDA

- | | | |
|------|---|-------------|
| I. | Roll Call – Call Meeting to Order | Action |
| II. | Approval of March 20, 2024 Meeting Minutes | Action |
| III. | Review and Take Action on The Art Company Consultant Letter of Engagement and Planning for Dayton Convention Center Art | Action |
| IV. | Discuss Dayton Convention Center Naming Rights and Sponsorship Planning | Discussion |
| V. | Other Business | Information |
| VI. | Next Meeting: Wednesday, September 18, 2024, 10:30 a.m. | Information |
| VII. | Adjournment | Action |

For Additional Information, Contact TLemman@montgomerycountycfa.org | 937-535-5309



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MONTGOMERY COUNTY CONVENTION FACILITIES AUTHORITY
BOARD OF DIRECTORS

Marketing & Branding Committee

Meeting Minutes

Wednesday, March 20, 2024 | 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 (by electronic means); Jacquelyn Powell; Pam Plageman

EXCUSED: None

STAFF: Teri Lemman, MCCFA Executive Assistant

I. Call to Order

Vice Chairperson Kenley called the meeting to order at 10:35 a.m., and Ms. Lemman called the roll.

II. Approval of September 27, 2023 Meeting Minutes

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

III. Key-Ads Digital Signage Update

Ms. Plageman said she talked to Nick Keyes last week regarding permitting. Mr. Keyes is working with the city and will submit for permitting on April 26. After city permitting, the proposal will go to the city's zoning board for approval, and the structural engineering will be presented to the city building department in June. She said the order is scheduled to be placed at the end of June, and it takes 16 weeks to receive the display. Key-Ads is also working with Messer Construction on modifications to the building and removal of the old display.

IV. Collaboration with ASM Global and Convention & Visitors Bureau Regarding Relaunch Planning

Ms. Plageman said the CVB, ASM, and CFA met a couple weeks ago regarding branding the relaunch of the DCC. Mr. King said ASM is working on an incentive program for prospective clients. ASM is also working on final promotional material which will be ready by mid-next week. They are conducting a lot of private tours – over 20 site visits last month. They have ramped up its social media presence. Ms. Powell said the promotional material is needed for current and upcoming meetings. She is hearing from clients that they are interested, but the incentives are vital to get them to talk to us without having a headquarter hotel. Shuttles and parking comps will be valuable. ASM and CVB will collaborate on incentives, and Ms. Plageman said the CFA has a business development fund.

i. Private Client Tours

Ms. Plageman said the March 19 tour and “center stage” luncheon was a hit, and ASM did a fantastic job with the menu and theater staging. The Boys & Girls Club is interested in future bookings. Ms. Plageman is looking at late-May to schedule Montgomery County and City of Dayton officials for a tour.

V. Planning for Dayton Convention Center Art

Ms. Plageman said, as part of the capital stack for the earned interest income, \$150K has been allocated for the first infusion of art. Ms. Plageman will inquire into whether these funds must be spent or obligated by November to meet arbitrage requirements. A process is needed for selecting an art curator/consultant, and ultimately the art. Ms. Plageman showed the LMN drawings for art locations. Mr. Roediger said we should encourage local artists. He has a curator/consultant who he may be able to reach out to for an initial conversation. This consultant assisted with art for 17 libraries as part of a Dayton Institute of Art commission. With the committee’s agreement, Mr. Roediger will reach out to the contact and set up an initial phone call. Ms. Powell said she would like to be included if possible. Ms. Plageman said there may need to be a public process to secure a consultant. Mr. Roediger said any consultant will need to know the locations, phases, whether there’s a theme, and whether some art will be commissioned. Ms. Plageman showed examples of art, including living walls.

VI. Other Business

No other business was presented.

VII. Next Meeting: June 19, 2024

The next quarterly meeting is scheduled for June 19, which is a federal holiday. However, given the anticipated progress of the art planning process, an earlier meeting was recommended. The next meeting has been scheduled for April 23, at 10:30 a.m.

VIII. Adjournment

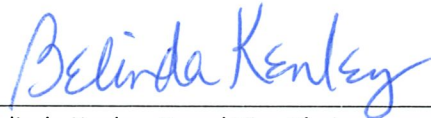
Hearing no further discussion, a motion was made to adjourn.

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

The meeting adjourned at 11:05 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 March 20, 2024 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 July 17, 2024.



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