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MONTGOMERY COUNTY CONVENTION FACILITIES AUTHORITY
BOARD OF DIRECTORS

Marketing & Branding Committee

Wednesday, June 18, 2025 | 10:30 a.m.

Meeting Conducted by Electronic/Telephonic Means and In-Person
Dayton Convention Center, MCCFA Suite Conf. Room, Second Floor, 22 E. Fifth St.,
Dayton, OH 45402

Contact Teri Lemman for virtual meeting link

tlemman@montgomerycountycfa.org | 937-535-5309

AGENDA

- | | | |
|-------|---|-------------|
| I. | Roll Call – Call Meeting to Order | Action |
| II. | Approve Minutes of April 24, 2025 Meeting Minutes | Action |
| III. | Receive Update Regarding the June 27, 2025 Ribbon Cutting Ceremony and Community Open House | Information |
| IV. | Receive Update Regarding Phases 1 - 3 of the Dayton Convention Center Art Acquisitions and Installations <ul style="list-style-type: none">A. Discussion of Art Descriptions/Placards/QR codesB. We Care Arts – Phase 4 Potential Partnership – Site Visit | Information |
| V. | Review Draft 2024 Annual Report | Information |
| VI. | Other Business | Information |
| VII. | Next Meeting Date: August 20, 2025, 10:30 a.m. | Information |
| VIII. | 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

Thursday, April 24, 2025 | 10:00 a.m.
By Electronic/Telephonic Means

COMMITTEE MEMBERS

PRESENT: Belinda Kenley, Chairperson; Jacquie Powell; Michael Roediger; Pam Plageman

ABSENT: Michael King (with notice)

STAFF: Teri Lemman, MCCFA Executive Assistant

GUEST: None

I. Call to Order

Ms. Kenley called the meeting to order at 10:04 a.m., and Ms. Lemman called the roll.

II. Approve Minutes of February 19, 2025, Meeting

Ms. Kenley presented the February 19, 2025, meeting minutes for review. Hearing no edits, she called for a motion.

MOTION: It was moved by Mr. Roediger and seconded by Ms. Powell to approve the February 19, 2025, meeting minutes as presented. The motion was approved unanimously by roll call vote.

III. Review and Take Action to Approve Budget for the June 27, 2025 Relaunch Ribbon Cutting Ceremony and Community Open House

Ms. Plageman presented the proposed budget detail for the June 27, 2025 ribbon cutting ceremony and community open house. An in-house planning committee initially created low and high estimates, and has produced actual estimates, totaling \$25,840. Ms. Plageman said a column was added to identify sponsorships. The costs will be paid from the marketing budget, and all activities and food will be free to the public. In response to a question from Mr. Roediger, Ms. Plageman will look into whether the current insurance policy covers potential claims due to the bounce houses. Ms. Powell said Destination Dayton is interested in becoming a sponsor, and Ms. Plageman welcomed the idea and said she will showcase Destination Dayton's contributions to the project. Ms. Plageman said she is asking the committee to approve up to \$25,840 from the marketing budget. Hearing no further questions or discussion, Ms. Kenley called for a motion.

MOTION: It was moved by Mr. Roediger and seconded by Ms. Kenley to approve, by unanimous consent, the June 27, 2025, ribbon cutting and community open house budget as presented, in an amount not to exceed \$25,840 from the marketing budget. The motion was approved unanimously by roll call vote.

IV. Receive Information Regarding Phases 1-3 of the Dayton Convention Center Art Acquisitions and Installations

Ms. Plageman said the Alliance sculpture is in place. "Two Songs" is in the process of being completed, and the artist will be back for two more visits to complete the installation by mid-May. The artist, April Wagner, encountered issues with the suspended structure, and she had to recalculate the positions of the glass. Dustin Wagner is hosting an open house on April 26 to feature the glass blowing for the "Ethereal Forest" sculpture that will hang from the skylight. This sculpture is expected to be installed by June 27. Ms. Plageman said that Ms. Lemman visited Malina Cipleu at her Austin, Texas studio. Work on her airplane view sculpture has not started, and the completion date is expected in late-August. Dave Williams' "The Art of Fishing" for the third-floor alcove is in production. Ms. Plageman said the moss art location will be determined after the "Ethereal Forest" is installed so as not to distract from that sculpture, and the committee will be consulted on the appropriate location. The materials have been ordered for the third-floor interchangeable art gallery. Destination Dayton has allowed use of its photo library for placeholders, and this committee will be consulted about which organization to approach for the first gallery display.

A. Discussion of art descriptions/placards/QR codes

Ms. Plageman said we are acquiring stills and videos of the art in production. She has asked art consultant Debbie Fredette to consult with Mr. Roediger regarding the appropriate medium for informational placards or QR codes for each piece. Mr. Roediger said they are referred to as “didactics” that provide historical information about the art and the artist. He is pleased to help with this project.

V. Other Business

A. Possible Dedication of “Alliance”

Ms. Plageman said she has discussed dedicating the “Alliance” sculpture in memory of Amy Walbridge, who passed away recently and was an early advocate for the revitalization of the Dayton Convention Center and a key business partner. Ms. Plageman said Ms. Walbridge was instrumental in connecting her with civic and business leaders to develop and implement the vision for the convention center and downtown. Ms. Walbridge worked for the City of Dayton since 1995 in community and economic development positions. She asked for the committee’s input. The committee expressed its appreciation for Ms. Walbridge’s role, and it suggested that a variety of alternatives be explored to recognize her contributions. Related to this discussion, Ms. Plageman presented a draft of a bronze plaque that will recognize all partners who have contributed to the success of the convention center. The committee expressed its approval of the plaque and suggested that names and titles be identified consistently in the final proof.

B. 2024 Annual Report

Ms. Plageman said a first draft of the 2024 annual report has been developed, and she will circulate the final draft to the committee before production. As with the previous years, it will be shared electronically and posted on the MCCFA website.

VII. Next Meeting Date

The next regularly scheduled meeting is Wednesday, June 18, 2025, at 10:30 a.m.

VIII. Adjournment

Hearing no further discussion, the meeting was adjourned at 10:50 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 April 24, 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 June 18, 2025.



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