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MONTGOMERY COUNTY CONVENTION FACILITIES AUTHORITY  
BOARD OF DIRECTORS

Marketing & Branding Committee

Wednesday, September 18, 2024 | 10:30 a.m.

Via Electronic/Telephonic Means and In-Person at the Dayton Convention Center,  
MCCFA Conference Room, Second Floor, 22 E. Fifth St., Dayton, OH

AGENDA

- |      |   |             |
|------|---|-------------|
| I.   | Roll Call – Call Meeting to Order   | Action      |
| II.  | Approve Minutes of July 17, 2024 and August 5, 2024 Meeting Minutes   | Action      |
| III. | Receive Information and Take Action on Art Commission Process and Consultant’s Recommendations for Priority Areas | Action      |
| IV.  | Receive Information Regarding Plans for the Dayton Convention Center Reopening                                    | Information |
| V.   | Next Meeting Date: Next regularly scheduled meeting is December 18, 2024  | Action      |
| VI.  | 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, July 17, 2024 | 3:30 p.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;  
Michael King

**EXCUSED:** None

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

**I. Call to Order**

Vice Chairperson Kenley called the meeting to order at 3:30 p.m., and Ms. Lemman called the roll.

**II. Approval of March 20, 2024 Meeting Minutes**

The minutes of the March 20, 2024 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 March 20, 2024 Marketing & Branding Committee meeting as presented was made by Mr. Roediger, seconded by Ms. Powell, and approved unanimously.

**III. Review and Take Action on The Art Company Consultant Letter of Engagement and Planning for Dayton Convention Center Art**

Ms. Plageman said Ms. Powell, Mr. Roediger, and she met with Debbie Fredette and Ed Capannari of The Art Company at the Dayton Convention Center. The scope of services has been finalized after receiving feedback from committee members on the draft fees. The Art Company had originally proposed a commission plus an hourly rate. Ms. Plageman said she negotiated a 15% commission of the base project cost of \$250K, which equals \$37,500. The gallery space

management fee will have an hourly rate because it is an ongoing process. Installation and delivery will be billed at \$85 per hour, with a Not-To-Exceed of \$10K. The total budget is estimated at \$297,500 (\$250K, \$37,500K, \$10K), to be paid with interest income. A kick-off meeting will be scheduled to refine costs for art in specific areas. Ms. Fredette seemed comfortable that the \$250K will be sufficient for the priority areas identified, and believed the art installations could be completed in April 2025. Ms. Plageman said the Finance Committee will review the proposal at its July 18 meeting, and if approved, ratification of the engagement letter will be placed on the August 1 Board of Directors agenda.

Ms. Plageman asked the committee for its input on whether to pay ahead for the art and draw down as the art is commissioned. For arbitrage reasons, all members agreed that Ms. Plageman will ask The Art Company for this arrangement, with approval from the MCCFA before a check is issued.

**MOTION:** It was moved by Mr. Roediger, seconded by Ms. Powell, and voted unanimously to approve The Art Company engagement letter, for ratification at the August 1, 2024 Board of Directors meeting.

**IV. Discuss Dayton Convention Center Naming Rights and Sponsorship Planning**

Ms. Plageman said she wants to revisit the naming rights valuation proposal. She reached out to Don Brown to ask if this is the right time to solicit naming rights. Mr. Brown said the FCCFA went through an 18-month process and received two proposals at 60% of the estimated valuation. He recommends delaying solicitations until the center is fully remodeled, the conditions are right, including substantial progress on the new hotel development, and there's a story to tell. Ms. Powell asked whether the MCCFA will engage a firm and whether the center should be named before the reopening. Ms. Plageman presented the fees a consultant might charge, and said she wants to seek direction from the Board whether it handle solicitations internally. If the solicitation is conducted internally, we will need support, such as advice on what a package might include and avoiding conflicting industries. The committee agreed that Ms. Plageman should create a short-list of potential sponsors for the Board's review of three marquis spaces: Gem City Ballroom, theater, and VIP suite. Ms. Plageman reminded the committee of the \$6M sponsorship threshold due to the MCCFA's bond status.

**V. Other Business**

Mr. King presented new marketing materials, including digital mailers, using the \$25K ASM capital investment/incentive fund for first-time bookings or past clients. He said ASM is building metrics through new postings on Instagram and other social media outreach.

Mr. King said he is starting a new tradition of giving plaque-mounted patches legacy and high-volume clients. He is looking for quotes, and the committee suggested researching Charles Kettering, James Patterson, Col. Deeds, and Paul Dunbar.

**VI. Next Meeting: September 18, 2024**

The next quarterly meeting is scheduled Wednesday, September 18, 2024, at 10:30 a.m.

**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 4:27 p.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 July 17, 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 September 18, 2024.

A handwritten signature in black ink, reading "Belinda Kenley", is written over a horizontal line.

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