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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

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|------|---|-------------|
| 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 TLeeman@MontgomeryCountyCFA.org | 937-535-5309



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MONTGOMERY COUNTY CONVENTION FACILITIES AUTHORITY
BOARD OF DIRECTORS

Marketing & Branding Committee

Meeting Minutes

Monday, August 5, 2024 | 11:00 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;
Michael King

ABSENT: None

STAFF: Teri Lemman, MCCFA Executive Assistant

GUESTS: Debbie Fredette, Ed Capannari, Stephanie Stoffregen of The Art Company.

I. Call to Order

Vice Chairperson Kenley called the meeting to order at 11:02 a.m., and Ms. Lemman called the roll.

II. Kick-Off/Organizational Meeting of the Dayton Convention Center Art Project

Ms. Plageman said the purpose of the meeting is to discuss the timeline, scope, and action items for the Dayton Convention Center art project. She reminded the committee that the Phase 1 budget is \$250,000.

Ms. Fredette said several priority locations were identified during the walk-through in June. They are: 1) outdoor plaza sculpture; 2) suspended sculpture over entry (visible to all levels); 3) large green wall on first floor; and 3) third floor skywalk space. A budget range for each location is needed. For the selection process, often The Art Company will preview various artists' portfolios, and from those, make recommendations of those artists whom they know have experience in the size and medium desired versus sending a broad, general request to artists. Based on questions about the MCCFA's procurement policy for RFPs, Ms. Plageman will consult

with legal counsel and update the committee. It was agreed that local, regional, and diverse artists are desired, although it does not preclude national artists.

For next steps, The Art Company requested another site visit to the Dayton Convention Center. In particular, they want to view the outdoor plaza space. Ms. Plageman will consult with the architect regarding the plaza plans. The Art Company will create photographs with space elevations for each area from the floor plans and develop estimated budgets for each space. Ms. Fredette will begin researching artists for initial ideas that represent the narrative and guest experience desired.

Ms. Powell reminded the committee members of the interactive art at the Columbus Convention Center. The CCC website was shared, and The Art Company may be interested in a site visit to Columbus.

III. Next Meeting Date

Discussion of the next meeting date took place. The next regularly scheduled meeting is September 18, 2024, at 10:30 a.m., and the committee and Ms. Fredette agreed that was a good date. Ms. Lemman will forward the September 18 meeting invitation to Ms. Fredette.

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 11:23 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 August 5, 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.



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