



Progress | Hospitality | Growth

MONTGOMERY COUNTY CONVENTION FACILITIES AUTHORITY
BOARD OF DIRECTORS

Marketing & Branding Committee

Tuesday, November 5, 2024 | 2:30 p.m. – 3:30 p.m.
Dayton Convention Center, MCCFA Conference Room, Second Floor,
22 E. Fifth St., Dayton, OH 45402

AGENDA

- | | | |
|------|--|-------------|
| I. | Roll Call – Call Meeting to Order | Action |
| II. | Approve Minutes of September 18, 2024 Meeting Minutes | Action |
| III. | Receive Information and Take Action to Approve the Selection of Priority Art Pieces for the Dayton Convention Center | Action |
| IV. | Receive Information Regarding Status of Key-Ads Exterior Digital Sign Installation | Information |
| V. | Next Meeting Date: Next regularly scheduled meeting is December 18, 2024 | Information |
| VI. | Adjournment | Action |

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



Progress | Hospitality | Growth

MONTGOMERY COUNTY CONVENTION FACILITIES AUTHORITY
BOARD OF DIRECTORS

Marketing & Branding Committee

Meeting Minutes

Wednesday, September 18, 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 (via telephone); Jacquelyn Powell; Pam Plageman;
Michael King

ABSENT: Michael Roediger (with notice)

STAFF: Teri Lemman, MCCFA Executive Assistant

GUESTS: Debbie Fredette, The Art Company

I. Call to Order

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

II. Approve Minutes of July 17, 2024 and August 5, 2024 Meetings

Vice Chairperson Kenley presented the July 17, 2024 and August 5, 2024 meeting minutes for review. Hearing no edits, she called for a motion.

MOTION: It was moved by Ms. Powell, seconded by Mr. King, and unanimously voted to approve the July 17, 2024 and August 5, 2024 meeting minutes as presented.

III. Receive Information and Take Action on Art Commission Process and Consultant's Recommendations for Priority Areas

Ms. Fredette discussed sculptures and priority areas with a goal of giving visitors a memorable experience. A sculpture will be commissioned for the plaza in a landscape bed. She explored existing sculptures in Dayton and presented contrasting ideas for the committee's feedback. Ideas were presented and discussed for the hanging sculpture in the atrium. Metal art and green

wall ideas were presented for the third floor, some with upcycled materials. Additional third floor spaces were also discussed, including an alcove and outside the theater.

Ms. Fredette presented the draft scope of work that will be, or has been, sent to artists with a two-week turn-around for response, including their availability and price points. Ms. Powell asked about the process and cost to complete pieces on-site or fabricated and shipped from another location. There may be additional costs for shipping, and Ms. Plageman said additional costs for The Art Company's fees and installation were included above the \$250K art budget. Some pieces are shipped in whole, and some send a team who may spend a couple days assembling the piece.

Two large sculpture pieces might range between \$75K-\$100K each. It was proposed to allocate \$25K for the third floor, wall leaving \$25K for an additional piece(s), possibly for the second floor and outside Gem City. Ms. Powell and Mr. King agreed with that allocation.

Ms. Plageman will arrange for a time when Vice Chairperson Kenley and Mr. Roediger can view the slides with Ms. Fredette. Additional discussion will be needed with the Dayton Convention Center regarding the structural engineering roles for the art pieces. Ms. Plageman said she will confirm the sole source/RFP process for commissioning work.

MOTION: It was moved by Ms. Powell, seconded by Mr. King, and unanimously voted to authorize Ms. Fredette to proceed with the process to inquire of artists regarding the scope of work, including cost, design, and availability to produce desired pieces within identified timeframes.

Ms. Kenley left the meeting at 11:36 a.m.

IV. Receive Information Regarding Plans for the Dayton Convention Center Reopening

Ms. Plageman said a reopening celebration committee had a preliminary planning meeting, and a potential date for the gala is Thursday, October 16, 2025. The program will include keynote speakers, ribbon cutting, time capsule, cocktail reception, and entertainment. Sponsorships will be sought, and it will be an invitation-only event. She said the Board and committee will be kept informed.

V. Next Meeting Date

The next regularly scheduled meeting is December 18, 2024, at 10:30 a.m. A special meeting may be called depending on the art solicitation process timeline.

VIII. Adjournment

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

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

The meeting adjourned at 11:43 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 September 18, 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 November 5, 2024.



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