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MONTGOMERY COUNTY CONVENTION FACILITIES AUTHORITY  
BOARD OF DIRECTORS

Marketing & Branding Committee

Wednesday, December 18, 2024 | 10:30 a.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 November 5, 2024 Meeting Minutes  | Action      |
| III.  | Key-Ads Exterior Digital Signage Installation Update   | Information |
| IV.   | Receive Information and Take Action on Dayton Convention Center Relaunch Events                      | Action      |
| V.    | Receive Information and Take Action on Phase 1 and Phase 2 Dayton Convention Center Art Acquisitions | Action      |
| VI.   | Take Action to Approve 2025 Committee Meeting Dates  | Action      |
| VII.  | Next Meeting Date: To Be Determined  | Information |
| VIII. | 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

Tuesday, November 5, 2024 | 2:30 p.m.  
MCCFA Conference Room, Dayton Convention Center,  
22 E. Fifth Street, Dayton, OH 45402

**COMMITTEE MEMBERS**

**PRESENT:** Belinda Kenley, Chairperson (via telephone); Michael Roediger; Pam Plageman;  
Michael King

**ABSENT:** Jacquelyn Powell (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 2:35 p.m. and Ms. Lemman called the roll.

**II. Approve Minutes of September 18, 2024 Meeting**

Vice Chairperson Kenley presented the September 18, 2024 meeting minutes for review. Hearing no edits, she called for a motion.

**MOTION:** It was moved by Mr. Roediger, seconded by Mr. King, and unanimously voted to approve the September 18, 2024 meeting minutes as presented.

**III. Receive Information and Take Action to Approve the Selection of Priority Art Pieces for the Dayton Convention Center**

Ms. Fredette presented images/renderings submitted by various artists in response to the Phase 1 RFP for the plaza sculpture and the suspended sculpture. The committee selected the "Alliance" sculpture by Albert DiCruitalo for the exterior plaza. The suspended sculpture selection was April Wagner's "A Day to Drowse & Dream" in a horizontal format.

**MOTION:** It was moved by Mr. Roediger, seconded by Mr. King, and unanimously voted to authorize Ms. Fredette to proceed with the process to secure artist Albert DiCuttalo's "Alliance" sculpture for the exterior plaza space.

**MOTION:** It was moved by Ms. Plageman, seconded by Mr. Roediger, and unanimously voted to authorize Ms. Fredette to proceed with the process to secure artist April Wagner's "A Day to Drowse & Dream" suspended sculpture for the first floor lobby.

**IV. Receive Information Regarding Status of Key-Ads Exterior Digital Sign Installation**

Ms. Plageman said the installation should be complete by year-end. Brackets are being installed now. The MCCFA will pay for uplighting on the wallscapes using interest income. The "Y" on the "DAYTON" wallscape will be a peace sign. Nick Keyes, Jr. has secured three advertising sponsors to date.

**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**

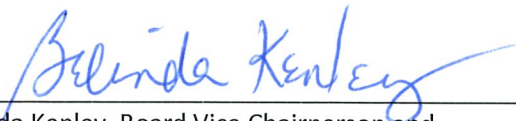
Hearing no further discussion, a motion was made to adjourn.

**MOTION:** To adjourn was made by Mr. King, seconded by Mr. Roediger, and unanimously approved.

The meeting adjourned at 3:45 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 November 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 December 18, 2024.



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