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MONTGOMERY COUNTY CONVENTION FACILITIES AUTHORITY
BOARD OF DIRECTORS

Marketing & Branding Committee

Wednesday, February 19, 2025 | 10:30 a.m.
Dayton Convention Center, MCCFA Conference Room, Second Floor,
22 E. Fifth St., Dayton, OH 45402

AGENDA

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|-------|--|-------------|
| I. | Roll Call – Call Meeting to Order | Action |
| II. | Approve Minutes of December 18, 2024 Meeting Minutes | Action |
| III. | Receive Information Regarding Dayton Convention Center Relaunch Events | Information |
| IV. | Receive Information and Take Action on Phase 2 Dayton Convention Center Art Acquisitions (<i>Presentation by Debbie Fredette, The Art Company</i>) | Action |
| V. | Receive Information Regarding Phase 3 of the Dayton Convention Center Art Acquisitions | Information |
| VI. | Other Business | Information |
| VII. | Next Meeting Date: To Be Determined | 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

Wednesday, December 18, 2024 | 10:30 a.m.
MCCFA Conference Room, Dayton Convention Center,
22 E. Fifth Street, Dayton, OH 45402

COMMITTEE MEMBERS

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

ABSENT: Michael Roediger (with notice)

STAFF: Teri Lemman, MCCFA Executive Assistant

I. Call to Order

Ms. Kenley called the meeting to order at 10:32 a.m., and Ms. Lemman called the roll.

II. Approve Minutes of November 5, 2024 Meeting

Ms. Kenley presented the November 5, 2024 meeting minutes for review. Hearing no edits, she called for a motion.

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

III. Key-Ads Exterior Digital Signage Update

Ms. Plageman said the replaced digital signage is active for testing, and a placeholder promo is scrolling while Key-Ads and potential sponsors review the content and quality. Key-Ads has sold five of the six sponsor opportunities, and a media release is planned in early-January after all testing is complete. The previous version of the sign will be covered, and Messer Construction is working with a company on the materials. The DAYTON wallscape were installed and are placeholders for sales opportunities. The MCCFA is expected to receive approximately \$20K per year for the first three to five years. The ASM team is being trained on the software, and Key-Ads will be assisting with content creation and design.

IV. Receive Information and Take Action on Dayton Convention Center Relaunch Events

Ms. Plageman said two events to celebrate the transformed convention center are planned in 2025. The first is a family-friendly open house on June 27, from 3:00-7:00 p.m. An internal committee is

working on logistics. The community open house will include a ribbon cutting with elected officials and opening the time capsule, in addition to creating a new time capsule. The invitation-only relaunch gala will take place on the evening of October 16. Approximately 600-1,000 people will be invited, and the committee is working on a budget and sponsorships. Ms. Plageman said she wants the Marketing & Branding Committee to be involved with both events. The next committee meeting will include an outline of each event and a proposed budget. The gala budget is estimated at \$100K, with 50% in sponsorships.

V. Receive Information and Take Action on Phase 1 and Phase 2 Dayton Convention Center Art Acquisitions

Ms. Plageman said funds might be needed to create additional structural support for the suspended sculpture, in addition to electrical work to light the sculpture. The overall budget was \$250K, and approximately \$180K has been spent on interior and exterior sculptures. \$70K remains for phase 2, and Debbie Fredette is working on artists for phase 2 wall art. Ms. Plageman said more artwork funds may be if the remaining contingency funds support it. A short-term goal is to also begin work on ideas for the third-floor rotating gallery space.

VI. Take Action to Approve 2025 Committee Meeting Dates

After discussion, it was agreed that the committee should meet every-other month in 2025 due to the relaunch activities.

MOTION: It was moved by Mr. King, seconded by Ms. Powell, and voted unanimously to meet every-other month on the third Wednesday, beginning February 19, 2025, at 10:30 a.m.

VII. Next Meeting Date

The next regularly scheduled meeting is February 19, 2025, at 10:30 a.m.

VIII. Adjournment

Hearing no further discussion, the meeting was adjourned at 11:00 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 December 18, 2024 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 February 19, 2025.



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