

**Middletown Convention Visitors & Business Bureau**  
**Grant Meeting Minutes June 23, 2011**  
**BeauVerre Studios 4:30 pm**

**Attendees:** Linda Moorman, Kent Bradshaw, Dana Picard, Joe Mulligan, Doug Blazer, Fran Sack, Dick Boyea, Mark Hecquet, Marie Edwards. **Absent:** Gary Lebo, Rob Hoffman, Maria Langendorf, and Melinda Armbruster.

Meeting called to order @ 5:30 p.m. by Linda Moorman.

**New Business**

Melissa Taylor from the Community Building Institute (CBI) presented a request to the board for \$14,400. The funds requested will exclusively be used to market Downtown Middletown.

This project was originally rejected in the CVB grant process because it did not meet the requirements set forth in the rubric.

If accepted this project will be funded under the additional \$21,000 set aside for new CVB projects that are not considered part of the grant process.

After continued discussion on the Downtown Middletown, Inc./CBI, Joe Mulligan moved to fund the project, subject to certain conditions, including: quarterly funding at \$3,600; DMI/CBI will coordinate with Mark Hecquet; and the funds must be used for advertising. Kent Bradshaw seconded the motion, and all voted in favor (6-0). Joe will work with Mark Hecquet to complete a letter of agreement between the MCVB and DMI/CBI.

**Old Business**

Approval of Minutes from MCVB meeting on April 28, 2011: Kent Bradshaw moved to approve and Dick Boyea seconded. All voted in favor; the motion carried (6-0).

Linda Moorman noted that she received a funding request from We Can Business Incubator. The request was to fund shade umbrellas on picnic tables at Governors' Square. The Board's consensus was that this request would not be considered for 2011: the request was outside the regular grant process, and did not serve a core tourism purpose.

Linda Moorman noted that the grant awards article had been published in the Middletown Journal.

**Mark Hecquet's Report:**

- Tax Return: Mark provided a copy of the 2010 Board tax return, and the Board members reviewed.
- Balance Sheet: Mark provided a copy of the MCVB's Balance Sheet; Assets totaled \$150,734.53, although that number does not reflect a \$15,000 quarterly payment to the BCVB that will be deducted within days.

- MidUSA Ohio Balloon Challenge: Mark updated the Board on the marketing efforts of the BCVB to assist the event. Included in the marketing: paid ads on Facebook, "Post-it" note advertising on Cincinnati Enquirer, banner ads on the Internet, and regional magazines.
- Way-finder Sign Initiative: Mark reported that the City of Middletown has approved the signage to be placed in the city. He is pleased with the progress of the project, and plans to make the effort more public in the coming weeks. Mark noted that the City of Middletown plans to take down the purple signage for various Middletown landmarks. Those signs will be replaced with signage from the BCVB Way-finder Initiative.
- Butler County Historical Groups: Mark informed the Board about the BCVB's effort to work with the various historical societies in the county, and how he is encouraging them to work together to increase the appeal for regional visitors. The BCVB will work with the groups to provide content for the BCVB website, and help them coordinate efforts.
- CVB Funding from the State: Mark reported that the lobbying efforts at the state legislature have been helpful to increase awareness to legislators of the value of investments in marketing for tourism. And as a result, the state budget does not include cuts in funding to visitors bureaus.
- Hotel Occupancy: Mark reported that April 2011 occupancy rates were up slightly: +7. In addition, occupancy rates have shown an increase in the first four months of the year.

Linda Moorman stated that there would likely be no meeting for the Board in July, and would plan to meet on **Thursday, August 25<sup>th</sup>**. A number of Board members preferred the evening time period.

Adjournment: at 7:45 p.m., Doug Blazer moved to adjourn. Joe Mulligan seconded. All voted in favor and the motion carried (6-0).