

CVB Board Meeting
Minutes September 12, 2006
8:30 a.m. – City Building

Present: Dick Boyea, Gary Lebo, Ann Mort, David Pearce, Dana Picard, John Ridge, Frances Sack, Scott Stacey, Maria Langendorf – City Liaison; William “Kippy” Moore – City Council Liaison
Special Guest: Bill Becker- Middletown City Manager; Mark Hecquet-Butler County CVB Director

Meeting was called to order by David Pearce.

- I. Bill Becker made a presentation to the Board regarding the proposed income tax levy issue and the Middletown 2020 plan.
- II. Dick Boyea moved to approve the August 10, 2006 minutes; seconded by Dana Picard. Motion passed.
- III. Grant System Review - less funding available and more organizations area requesting money. The Board needs to consider how money is distributed and how it would best impact the community as a whole. A decision needs to be made before the February distribution cycle deadline.
- IV. 2007 Budget – similar to last year; the City needs to wait on the outcome of the proposed income tax increase before direction is given as to how much is allocated to the CVB. Frances Sack approved the budget, seconded by William Moore.
- V. Staff transfer – CVB will recommend having Maria Langendorf replace Ann Mort as the Executive Director effective January 1, 2007. Maria will remain on the City payroll, but report to the CVB Board. Motion was made by William Moore, seconded by Dick Boyea.
- VI. Director Report –
 1. Web stats-website is growing thanks to John Ridge; Ultra Pool is running
 2. Event Manager’s Meeting – October 16 at One Floor Up on Central Ave.
 3. Drury Inn – crane is parked out there
 4. Butler County Tourism Council (BCTC) – October 18 luncheon at VOA Park
 5. Transition of position - Ann Mort and Maria Langendorf are working together to make the transition as smooth as possible.
- VII. Mark Hecquet – Butler County CVB Director
 1. New location – new office will be in West Chester, since there is no CVB representation in that part of Butler County
 2. Local CVB’s role – each city CVB is very localized now, as a county they will be proactive in bringing new businesses to the area.
 3. Main objective – fill hotel rooms, so events that offer hotel overnights will be highest priority
 4. Mark Hecquet brings with him a great deal of experience from Warren County.
- VIII. Other Business –
 1. Special grant requests – the special grant requested by Middfest should not set a precedent on how grant money will be allocated. It should be done during the two grant cycles.
 2. Zip Code change – the CVB is endorsing a letter from the City of Middletown to the Post Master requesting a change in zip codes for the areas in Middletown with a Franklin zip code.
 3. Middletown 2020- Motion to endorse the Middletown 2020 proposed tax levy with CVB information on one side of the flyer was made by Knight Goodman, seconded by Frances Sack. (6 votes for; one against-wishing to remain neutral in the campaign)

Meeting was adjourned at 9:50 a.m.

Respectfully submitted,
Maria Langendorf
City Liaison to the CVB