

CVB Board Meeting
Minutes November 14, 2006
8:30 a.m. – City Building

Present: Dick Boyea, Knight Goodman, Ann Mort, David Pearce, Frances Sack, Scott Stacey, Maria Langendorf – City Liaison;

Meeting was called to order by David Pearce.

- I. Approval of September minutes –not possible due to lack of quorum
- II. Butler County CVB – Dave Pearce reported that the BCCVB office should be open within 60 days. Future endeavors include: AAU Girls National Basketball Championship bringing 1000 athletes 5-7 days; early 2007 BCCVB Board retreat planned to set strategies; working closely with Miami U. on their campus events.
- III. Board Members 2007-Applications
 - Knight Goodman- requested not to renew his appointment
 - John Dickerson
 - Beth Knueppel
 - Dana Picard – accepted to renew her appointment
 - Dave Clark – Resignation – will replace with another hotelier either from the Drury Inn or Ramada's new manager
- IV. Director Report-
 1. AAA- we have pre-paid ads that will no longer be running. Will try to get the balance refunded.
 2. Website- website usage continues to increase; Maria Langendorf and Ann Mort met with John Ridge regarding internal updates that should make entering information easier for the system administrator.
 3. Ultra Pool – didn't get many participants, but will try again in 2007 with ads.
 4. Got Art! – Opens November 18 from 1-5 in conjunction with the dedication of Governor's Square; the CVB should have been proactive in donating a Christmas tree for the location. There seem to be artists moving in here because of this exhibition.
 5. Mural donation was used to create a brochure.
 6. Light Up Middletown used their grant money to create a colorful rack card.
- V. Transfer to new Executive Director–
 1. Dave Pearce met with Bill Becker to discuss creating a shared City/CVB Executive Director position. It seems like a win-win for both, but it needs to be approved by the City Council. The CVB budget and transferring Maria Langendorf should happen during the November 2, 2006 Council meeting. Dave Pearce will speak at that meeting, but all of the board members are encouraged to attend.
 2. A letter to Council needs to include current board members showing what the CVB has accomplished.
 3. Office needs include:
 - a. computer
 - b. printer/fax
 - c. digital camera
 - d. cell phone
 - e. ability to transfer email and phone line

- f. Microsoft Office programs, Pagemaker
- g. Training for new software

VI. Other Business –

1. Bed tax issue with Butler County. Butler County will take the additional 3% from all of our Middletown hotels located in Butler County. Ann Mort will check with Les Landen, City Law Director, to see if it is too late to change the legislation that allows this to occur.
2. Dave Pearce thanked Ann Mort for her hard work and her ability to bring direction and credibility to the Middletown CVB and to the community.

Meeting was adjourned at 9:45 a.m.

Respectfully submitted,

Maria Langendorf
City Liaison to the CVB