

Middletown Convention Visitors & Business Bureau June 6, 2007 Meeting Minutes

Attendees: David Pearce, Dana Picard, Scott Stacey, Frances Sack, Mark Hecquet, BCCVB; Christy Harp, BCCVB Director of Marketing; and Debbie Pendl, BCCVB Director of Sales.

The Middletown Convention & Business Bureau held their June 6, 2007 meeting at the Butler County Convention & Business Bureau office at the Union Centre office. Dave Pearce started the meeting at 8:45 am after attendees had an opportunity to tour the offices.

- ❖ After introductions were made and Dave handed out 1st quarter financial paperwork as of March 31, 2007 for review. Dave shared with the Mark and his staff that we currently receive 100% of \$120,000; any revenues received after this the Middletown City keeps. These funds are usually received during 4th quarter. Attendees were also given a review of current Bed Tax status.
- ❖ Dave shared some correspondence that had been received from Ann Mort regarding the visitMiddletown.org website. Mark had also received some emails from her regarding maintenance and upkeep. Mark assured us that this issue in addition to several other items had been addressed.
- ❖ Dave refreshed the group on past procedures of handling of CVB books by MidMiamiValley Chamber of Commerce. Since the committee decided to implement a one year contract with the BCCVB, these duties will now be handled at their location through Quick Books.
- ❖ Discussion was held on adding Mark as a signor to the checking account. Currently Dave, Dana Picard and Dick Boyea names are on the account. Since meeting did not have a forum, Dave will send out an email requesting a vote.
- ❖ Dana shared that she has been hearing radio spots promoting six cities north of Indianapolis; she thought it sounded similar to what we are working to accomplish by going in with the BCCVB.
- ❖ Christy and Debbie gave an overview of their positions. Debbie talked about how they are reaching out to the Butler County and surrounding counties; Christy shared materials they are creating for their organization; and Mark shared the Statement of Purpose for the BCCVB that includes their Vision, Mission and Values.
- ❖ Discussion was held about what we see as the BCCVB Challenge in promote Middletown with the strong competition with the southern part of Butler County. One of the main things Middletown has going for it, is our product along with price and proximity to Dayton and Cincinnati. Also, the fact that we are a City and strong Community.

Respectfully submitted,
Frances Sack, Board Member