

# **Middletown Convention Visitors & Business Bureau**

## **June 12, 2008 Meeting Minutes**

Attendees: Sam Ashworth, Scott Stacey, Dana Picard, Linda Moorman, Dick Boyea, Mark Hecquet, Maria Langendorf, and Frances Sack.

Sam Ashworth, president called meeting to order at 8:35 am.

### **Meeting Minutes**

The March 11 minutes were reviewed and Scott Stacey 1<sup>st</sup>, and Dick Boyea, 2<sup>nd</sup> for minutes to be approved. The December 6, 2008 minutes were also reviewed and approved: Linda Moorman, 1<sup>st</sup> and Dick Boyea, 2<sup>nd</sup>.

### **Board Attendance**

Sam will contact board members who are delinquent with attendance. The Board will look to replace for their unexpired term. We currently have 10 people on the board. (see attachment)

### **Financial Report**

Mark Hecquet, Butler County CVB Executive Director reviewed current Financial Report as of June 11, 2008. Middletown CVB should be receiving distribution from Middletown at the end of August; this is done quarterly. By Mark's calculation's, we are owed \$74,000, so we should receive \$30,000 and another \$44,000 at the end of the year = \$180,000.

Financial Report was approved by Linda Moorman 1<sup>st</sup>; and Maria Langendorf 2<sup>nd</sup>.

### **Old Business**

- Grants – Sam has received several Thank you's from the 2008 grant recipients
- Linda asked about how we track Grant recipients and the funding they receive. In the past Ann Mort did follow up recipients for verifying the funds they received.
- Each Grant Recipient does receive and **Economic Impact** survey they are to complete and send back after their event. We have not been as diligent as we should have been, so Sam will tighten up.
  - Sam will send out a blanket letter to 2008 recipients with Economic Impact Survey. Letter will stress that these Impact Surveys need to be completed and returned before they can request a 2009 Grant.

### **New Business**

- Director's and Officer's Insurance has been renewed

### **Butler County VB Report**

- Mark shared new book that has been put together for area Hotel's. The book lists Middletown area Businesses for guests to review with places to go / things to do. It was suggested that this be updated and have available to Middletown CVB Board members and for other major businesses in the area that might be subject to business from overnight /out of town visitors
- Mark shared Ohio Magazine Ads that promotes Ohio Balloon Challenge and Middfest and other Middletown upcoming events

- Sam, Kristy and Mark are holding monthly meetings to review/update the Middletown website to make it interactive. John Ridge/NetSet website is no longer hosting this website.
- Mark will bring tracking sheet with # of visitors that visit our website to the next meeting.
- Mark shared the Passport Event pass that was used with area hotels and businesses this Spring to promote local usage. It was seen as successful and might be updated for use in next six months.
- Bill boards – during 2<sup>nd</sup> & 3<sup>rd</sup> quarters look for billboards at 2 exits 20 miles going North and South of exit 32.

After Mark's report, he was excused for

### **Executive Session**

Sam held discussion on continuing the business relationship with the renewal of Butler County Convention and Visitors Bureau contract. This contract runs from May 1, 2008 through April 30, 2009 at the cost of \$60,000. This covers cost of support from this office and advertising done for the Middletown events to promote tourism and 'heads in beds.'

Committee would like to see additional advertising and promotion for Middletown events and activities at entrances of Rt. 4; Rt 122; and Rt 123.

**Next CVB meetings are scheduled for September 11 and December 11 at 8:30 am in the City Building, second floor conference room unless otherwise noted. Meeting adjourned at 10:15 am with Scott Stacey making motion and Dana Picard 2<sup>nd</sup>.**