

Middletown Convention Visitors & Business Bureau
March 25, 2010
8:30 am
City Building, Conference Rm 2C

Attendees: Dick Boyea, Fran Sack, Linda Moorman, Maria Langendorf, Joe Mulligan, Dana Picard, Kirsten Wright, Kent Bradshaw, Christy Harp

Ms. Moorman called meeting to order at 8:35 a.m.

Previous Minutes: Motioned for approval: Mr. Mulligan; 2nd Mr. Bradshaw; motion passed.

John 'Hank' Renick of Ohio Travel Treasures presented an overview to the group on what they do to bring tourism to Middletown and surrounding area. Hank was formerly with Armco Steel and The Manchester in before going to work with this tourism company. He has many years of experience in this area. He gave overview of how Tours are packaged: if group coming from 4 hours away, 1 overnight stay; group coming from 8 hours away, 2 overnights; if longer travel, maybe 3 or more overnights. (see attached Itineraries) Most of clients come from tri-state area of Indian, Kentucky and Ohio; most are retirees; but in summer, tourists are younger. He shared some of the combination packages that are in place, but is always open to ideas, so he encouraged people to contact him. (See attached contact information.)

MCVB Board Representative from Middletown City Council is currently Bill Becker.

Financial Report and update – given by Christy Hart, Butler CVB

- This year Cassady & Schiller & Ass. Did the MCVB Audit that is done every two years on our books.
- Ms. Moorman has met with Mr. Hecquet to review MCVB by-laws, and to have Mark share the services from the BCVB provide to MCVB. Services include but are not limited to: keeping website updated, lobbying, ads to promote events, serves as point for accepting phone calls/email on our behalf. **Other** cities that are paying fee for similar services are Hamilton and West Chester. Only large city not paying fees is Oxford. Bed taxes are received from all Butler County hotels and motels.
- Christy Harp gave some additional input on areas where they support us. Could be considered a 'Gray area' of the process.
- Discussion followed regarding the need for a 'Go to person' at the BCVB. Each BCVB person has a specific job, so no one person has a broad understanding of what is going on in city of Middletown...we will continue to assess our needs and how to implement recommendations. City Manager Judy Gilleland and Mike Robinette feel that we need a local presence in addition to working with BCVB.
- Christy shared upcoming May Ads targeting the July Ohio Balloon Challenge event. These Ads will be distributed throughout area and on a National level – including Chicago & points north.
- Christy also passed out current issue of Ohio Butler County Visitors Guide.
- Dick Boyea shared how we have changed and progressed with Ads and promotional materials – for the better – during the past 10 years.
- Event Advertising - will help groups who receive grants promote events or supply BC CVB correct contact material

New Business

- Christy Harp shared that there is a Tourism Meeting on March 31 in West Chester at 8:30 am that we are invited to attend, if our schedules permitted.
- Ms. Moorman requested a committee to review MCVB by-laws and financial responsibilities: Mulligan, Sack, Picard, Moorman, Boyea
- It was decided that we would hold off on nominating New Board members until after every completes their Assessments and email back to BCVB to tabulate area that are not represented on the current board, such as: government officials, religious persons, lawyers etc. We will keep Virginia Wickline's nomination on hold. Also, Steve Dillman, Middletown businessman has been recommended for board consideration; also Frankie Carlson, Palmer Group was recommended by Dick Boyea.

Ms. Picard made motion that we keep ongoing list for future recommendations that would include Virginia, Steve and Frankie's name; Mr. Mulligan, 2nd motion. Motion passed.

Old Business

- **MCVB Grant** was update by Linda Moorman with the assistance of Joe Mulligan. The BCVB put final touches on the Grant that has been posted on our website and looks great. We have already received feedback that Grant Application is too long, however, Board decided if the Applicants answer the Grant information it will make it easier to make a decision of what organizations the Grant dollars are given.
- Mr. Bradshaw and Mr. Mulligan reviewed the Rating process that has been put compiled (see attachment.) We will probably need to review and discuss how the Rating should be 'twicked' after our first time using this instrument.
- Grant Meeting set for April 22 at 4:30 pm. We will be able to pick up the copies of all the Grants that have been submitted at the Middletown Library. Maria will handle process.
- The attached sheet shows the current status of the Impact Reports. It has been determined that most of them are NOT listing MCVB as a Grantor on all their promotional literature.
- Highest priority or requests to be considered, should be non profits; 2nd highest not-for-profit organizations.

Linda reported that the MCVB -for Perry Thatcher, we had spent: \$50 Rogers Florist a Basket of Flowers and \$50 donation to Hospice Care of Middletown. We will have a \$100 Armbruster Florist arrangement sent to funeral home in memory of Jim Armbruster.

Motion to Adjourn: Mr. Bradshaw & 2nd Ms. Picard
Meeting Adjourned 10:00

Next Meeting:

April 22 at 4:30 pm - Grant Review meeting; motion passed

Respectfully submitted,

Frances Sack
Secretary