

## Middletown Convention Visitors & Business Bureau

June 10, 2010

8:30 am

**Attendees:** Linda Moorman, Dick Boyea, Fran Sack, Maria Langendorf, Joe Mulligan, Gary Lebo, Kent Bradshaw, Butler County CVB staff-Jason, Stephanie, and Sarah

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

**Previous Minutes from March 25:** Motioned for approval: Joe Mulligan; 2<sup>nd</sup> Mr. Bradshaw; motion passed.

**BC Convention & Visitors Bureau Staff** made a presentation and shared their job responsibilities and how they support Middletown CVB organization and other Butler County CVB's. Some of these responsibilities include area sports activities; financial support; creating new Ads to promote area activities representing the entire county, highlighting key events during each month.

They are working on new and improved maps for each key Butler County communities. In reviewing Middletown's map, they requested feedback on overview, what we thought should be on maps and overall look. Committee shared their ideas.

Shared some new 'Media' sharing' methods from I phone that can be down loaded with ONN information that highlight Middletown and area activities.

Linda thanked the group for sharing not only their support of MCVB but also the innovative things that are doing to highlight events and activities that are happening in Butler County. She also invited the BCCVB to have someone from their staff attend our meetings to give updates on their activities.

### Old Business

#### **Vote on the City requests:**

Committee discussed grant money that had been requested for the Banners and Music License. Several concerns that were addressed were: where will these **Seasonal Banners** with event activities be located – Downtown area initially and how will Middletown CVB be recognized on Banners - discreetly at bottom of banner. Kent Bradshaw made motion to approve of \$20,000 for the purchase of the promotional banners; it was 2<sup>nd</sup> by Frances Sack. Motion carried.

Committee discussed covering the cost of the **Music License** agreement for \$ 1,155.20. With the Parks and Recreation Department no longer in existence and this cost is no longer covered by City of Middletown. Funds have been requested by the City to the Middletown CVB to cover this expense from our funds. This expenditure will cover cost of agreement to allow various groups to play and for concerts to be held on city property. Joe Mulligan made motion to cover the Music License agreement cost; and Kent Bradshaw 2<sup>nd</sup>. Motion passed.

### **New Business**

**New Board Members** were nominated for consideration and to be presented to City Council for acceptance. They were: Melinda Armbruster, Armbruster Florist; Rich Bevis, Middletown Airport owner; Rob Hoffman, Entertainment Industry. Kent Bradshaw made motion to accept these nominees and Dick Boyea 2<sup>nd</sup>. Motion passed.

Board voted on renewing Butler County Convention Visitor Bureau contract for two years instead of one since we approve of how the relationship is working. Dick Boyea made motion; and Joe Mulligan 2<sup>nd</sup>. Motion passed.

Linda shared that at next meeting we would be reviewing the new Grant Process.

**Next Meeting:**

July 29 at 8:30 am

Motion to Adjourn: Maria Langendorf made motion to adjourn and Gary Lebo 2<sup>nd</sup>. Meeting Adjourned 10:15 am

Respectfully submitted,

Frances Sack  
Secretary