

## **Middletown Convention Visitors & Business Bureau April 23, 2009**

**Attendees: Ann Mort, Fran Sack, Kent Bradshaw, Linda Moorman, Dick Boyea, Maria Langendorf, Garick Lebo, Dana Picard, Kristen Wright, Marie Edwards, Mark Hequet**

**Public Attendance: Mike Robinette; Butler County CVB Staff**

Ms. Mort called meeting to order at 8:30 a.m.

**Previous Minutes were unanimously approved: motioned Mr. Bradshaw; 2<sup>nd</sup> Ms. Langendorf ; unanimous**

**Acceptance of Nadine Begley resignation- Ms. Sack motioned; Mr. Boyea 2<sup>nd</sup>; unanimous**

### **Old Business**

- Mission Statement- The mission of the CVB is to support projects that promote Middletown's growth by attracting visitors to experience, explore and appreciate the community, stimulating the economy and highlighting the community's potential.
- Ms. Picard stated that the mission statement may be moving beyond the original mission of the CVB.
  - Motion to accept mission as amended; Ms. Sack; 2<sup>nd</sup> Mr. Boyea; **unanimous**

### **New Business**

- New Members Discussion: Joe Mulligan, Charlie Shafor, Todd Baldwin
  - Board will gather names of potential members
  - Will the Manchester send another representative?
- I-75 Signage Discussion: Mr. Boyea and Ms. Mort met with Kap Sign Company for Interstate 75 signage. The Interstate exchange will begin start in May. Signage will depend upon ODOT stipulations.
  - Motion made to pursue I-75 signage; Ms. Picard; 2<sup>nd</sup> Ms. Moorman; unanimous
  - Magazine advertising was proposed by Charley Shafor of Middletown Lyric Theatre. More information is needed.

Ms. Moorman stated that less funding would be available next year, pertaining to advertising.

- Butler County CVB- Budget
    - \$95,000 in account
    - \$70, 000 owed by City
    - I-75 signage, street banners, calendar of events on the table, \$20,000 "rainy day" fund wants to be continued by the board. Other items were not considered.
- Ms. Moorman questioned if the CVB will sponsor the Broad St. Bash. Discussion: the "BSB" waited too long to and missed the grant cycle. Sponsoring them after the deadline would open a floodgate with other organization.

BCCVB Presentation of Investment dollars

- Accounting
- Phone services
- Non-Butler County Exposure
- Marketing: chamber directory; Ohio magazine; Best of Midwest; E- newsletter; Twitter; Facebook, BCCVB Blog
- Sales: Group Tours; Meetings and Associates
- Visitor Services
- Legislation and Research
- Accredited Destination Marketing Organization

Motion to accept current contract with BCCVB: Mr. Boyea; 2<sup>nd</sup> Ms. Moorman; unanimous

Ms. Mort posed the question- should the CVB change its logo to identify with BCCVB. It was only discussed.

Motion to adjourn 10:45; Ms. Langendorf; 2<sup>nd</sup> Picard; unanimous.