

Middletown Convention Visitors & Business Bureau

June 25, 2009

Attendees: Ann Mort, Fran Sack, Linda Moorman, Dick Boyea, Maria Langendorf, Dana Picard, Kristen Wright, Marie Edwards, Mark Hecquet

Public Attendance:

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

Previous Minutes were unanimously approved: motioned Ms. Sack; 2nd Mr. Boyea; unanimous

Old Business

- I-75 Signage may not work due to new highway construction. Ramada sign was taken down , may not be replaced
- Key's Ads (Nicholas Keys) Electronic Signage Pricing
 - \$42,500 low price (watch fire by time-o-matic)
 - \$89, 800 high Price (watch fire by time-o-matic)
 - Long term timeline
- Downtown Banners
 - Size and location are issues
 - \$2,600 possibly allocate to City banners
 - Ann will look @ pricing for 2 sets (talk to Judy/Ron Phelps)
 - Route of Signage discussed
- Perry Thatcher requests to be on the CVB Board
 - Ann will discuss conflict of interest
 - Ms. Moorman made motion to accept Perry Thatcher as Nadine Begley's replacement; Mr. Boyea 2nd ; unanimous
- Charlie Shafer- still interest to some extent in the arts publication idea.
- Meeting Schedule
 - Ms. Sack made a motion to meet every other month; Ms. Picard 2nd
 - Meeting Dates: August 27; Oct. 15; Dec. 17; Feb. 18

New Business

- Butler County CVB- Budget
 - Mark Hecquet stated that the State Tourism Department was in danger of being cut from the Ohio State budget.
 - He showed us a 5-page ad in the current issue of Ohio Magazine, Middletown is mentioned
 - An ad in the Parade magazine in Sunday papers which went to a large part of the US yielded 4,975 requests for information already.
 - There is an electronic press kit available
 - The Butler Co Passport promotion lists 3 Middletown locations
 - Staycation Plans article in the Middletown Journal – printed on 5/17
 - Butler Co VB will have a booth at the MidFirst Ohio Challenge hot air balloon festival

- Many baseball tourneys are being held in Middletown
- The But Co VB website will have a totally new look – rolling out in July
- There is an upcoming article in Group Travel Planner magazine
- An RFP will be going out soon on the Butler County signage project – requesting a consultant.
- He also offered our board members the opportunity to receive free copies of Ohio Magazine. I have the forms. – The subscriptions really are free – we used to get them for our board when we placed advertising with Ohio Magazine directly.

Motion to adjourn Mr. Boyea; 2nd Ms. Langendorf; unanimous
Meeting adjourned at 9:56 am

Next meeting August 27, 2009