

## **Middletown Convention Visitors & Business Bureau August 27, 2009**

**Attendees: Ann Mort, Eric Melbye, Garrick Lebo, Linda Moorman, Fran Sack, Dick Boyea, Maria Langendorf, Dana Picard, Perry Thatcher, Nancy Romero, Marie Edwards, Mark Hecquet**

**Public Attendance: N/A**

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

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

### **Old Business**

**Ann reported on website information**

**Motion to reimburse Ann \$150 for Website: Ms. Moorman, 2<sup>nd</sup> Ms. Picard; unanimous**

### **Butler County CVB Report, Mark Hecquet**

- Received final payment from the city
- Review of the tax return
- Explanation of hiring a consultant for BCCVB regarding signage and promotion, and identification
- Working on new website to be up in mid-September
- Sports meeting was not successful
- State level tourism has been cut for 2011 Discover Ohio
- Hotel/Motel tax report

**Grant reports submitted: Fenwick Festival; Balloon; Summer Youth Theatre**

### **Use of Funds**

- **75,000 electronic Signage**
  - Issues with electricity and insurance
  - Selling of ads
  - Who wants ownership of the billboard
- **Banners from I-75 to downtown**
  - City does not have manpower to maintain the signs
  - Purchase signs versus banners
- **Special Events**
  - City no longer has the manpower to assist with special events
  - Should a consultant be hired to pull more events into town?
  - Put special event requests on CVB website
  - CVB come up with a events procedural handbook

Ms. Romero made a motion to vote on \$75,000 for electronic signage; No 2nd

Ms. Picard made a motion to pursue electronic billboard and propose wan allocation of \$75,000 of savings if we move forward with the billboard; Mr. Boyea 2nd; unanimous

Ms. Langendorf made a motion to set aside \$20,000 to coordinate with the BCCVB signaage campaign; Mr. Melbye 2nd; unaminous

- \$25,000 left in the “rainy day” fund

### **New Business**

### **Annoucments**

- Lone Star grand opening
- Pride In Action \$5 on the 5th

Motion to adjourn Mr. Boyea; 2nd Ms. Langendorf; unanimous  
Meeting adjourned at 9:55 am

Next meeting October 22, 2009