

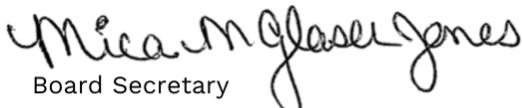


Minutes

Middletown Visitors Bureau - Board of Directors Meeting

April 19, 2021, at 6 p.m.

Location: Google Meet (meet.google.com/zbn-smkw-ybo)


Mica Glaser Jones

Board Secretary


Mary Huttlinger

Executive Director

Officers: Lyndsey Pittman, Treasurer - Mica Glaser Jones, Secretary - Mary Huttlinger, Executive Director

At Large Members: Dr. Matthew Smith, Stefan Wannemacher, Heather Mason

Liaisons: Ami Vitori - City Council Liaison, City Manager Liaison, Shelby Quinlivan

Guest- Kevin Kimener

Absent- David Beeman, Rick Pearce

Lynsdey called the meeting to order at 6:06pm

1. **Approval of the March Strategy Session** (notes for the record) Mica motioned to approve and Stephan 2nd all in favor
2. **Old Business**
 - a. **Non for profit status application**- back in the works and moving forward
 - b. **Short term rental language**- AirBnB included in the bed tax. Mary is working with the City Manager on this.
3. **New Business**
 - a. **Vote on new budget** (to include PPP funding) - Mary is going to rework the budget to give some cushion in case our funds from the City are not higher than the 2021 100K budget. Mary also needs to revisit where the Portopia income will land in the budget.
 - b. **Vote on new board members**- Kevin Kimener and Michelle Cook will be voted on by City Council on Tuesday April 20th
 - c. **Vote on Action Tank Contract**- Mary is renegotiating the contract to
4. **Executive Directors Report**
 - a. **Social media position**- hiring a new part time person to coordinate all of the social media, no more than 25-30 hours
 - b. **Portopia**- We are moving forward to executing the project with a kick off date of September 11, 2021
 - i. Interviewed 10 UC DAAP artists for the Curatorial Assistant and Emerging artists
 - ii. Very close to raising the amount needed for the project to move forward 55K of 83K

- iii. Any of the UC students that we hire we will get reimbursed by UC
- iv. We have a final list of the experienced artists and we will be reviewing their applications in May
- v. Reaching out to high school art students to get them involved
- vi. Pop Up teaser tent to set up at upcoming community events, WWCW Ohio Challenge, and Craft Beer Fest, and Pickleball tournaments
- c. **Geocaching**- a new Geo Tour will be launching in August 21st (with the weekend full of events from August 20-22) 25 geocaches
 - i. Friday evening- VIP event at The Windamere
 - ii. Sat am- Shotgun start for the geocaching
 - iii. Sat pm- after party at Governor Square
 - iv. Sunday am- CITO (Cash in Trash Out) Smith Park
- d. **Newsletter to businesses**- Mary is going to send a newsletter once a month to the businesses to keep them in the loop. It was suggested that MVB creates a static coupon worksheet from businesses good for all upcoming events
- e. **Digital Campaigns**- The Mural Tour is gaining momentum with 550 likes. The highest ever. Our YouTube videos are also gaining traction with the younger demographic.
- f. **Sponsorship** - OH Challenge- Mary does not want to commit until we know what the format is going to be.
- g. **APP Tournament**- \$1500 sponsorship, tent, 5 ads for TV. The tournament is in May. They have over 700 registered. Stephan motioned to be a \$1500 sponsor, Lyndsey 2nd, all in favor.

5. **Board Business**

- a. Elect new Board President- Lyndsey nominated Mica, Heather 2nd, all in favor
- b. Elect new Board Secretary- to be voted on at the next meeting

6. **City Liaison Report- Shelby**

- a. Manchester take back from Bill Grau for 161K
- b. Land purchase from Atrium for a future fire station
- c. Resolution for land use for 4 fire stations
- d. RINKA masterplan group for the Mall giving a presentation
- e. GETZ grant- small business grants for growth opportunities first reading

7. Matthew Smith shared just that Miami Regional campuses will have a Hospitality Management Degree added in the fall.

8. **Adjourn**-Mica called the meeting at 7:08pm

2021 Meeting Schedule

Board of Trustees

*Monthly on the Third Monday, except January/July/August



Jan 25 Stakeholders Mtg	Jul no mtg
Feb 15	Aug no mtg
Mar 15 Strategic Planning	Sep 20
Apr 19	Oct 18
May 17	Nov 15
Jun 21	Dec 13 Holiday Party

