



Minutes

Middletown Visitors Bureau - Board of Directors Meeting

May 17, 2021, at 6 p.m.

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

Mica Glaser Jones
Board Secretary

Mary Huttlinger
Executive Director

Officers: - Mica Glaser Jones, President - Mary Huttlinger, Executive Director

At Large Members: Dr. Matthew Smith, David Beeman, Stefan Wannemacher, Heather Mason, Rick Pearce,

Guest- Social Media Manager- Janine Wong

Absent- Lyndsey Pittman, Treasurer, Kevin Kimener, Michell Cook, **Liaisons:** Ami Vitori - City Council Liaison, City Manager Liaison, Shelby Quinlivan

1. Mica called the meeting to order at 6:03pm

2. **Approval of the March Minutes** - Stefan motioned to approve the minutes David 2nd all in favor.

3. **Old Business**

- a. **Non for profit status application** COMPLETED- 501C3 status (Middletown Vitalization) approved on the state and federal level.
- b. **Short term rental language** IN PROCESS- Met with City Manager Jim Palenick and he is ready for MVB to gear this back up and to get in front of the council with the new language.
- c. **City Permit Language to include booth for MVB presence** IN PROCESS- a plan needs to be put in place that allows MVB to set up at events either free or at a discounted rate.

4. **New Business**

- a. **Vote on new budget** (to include PPP funding)- Lyndsey is absent so Mary does not comfortable to vote on the new budget with her being here. MCF has 25K of MVB's money in a rainy day fund.

5. **Budget Review-** Mary has an issue with Quickbooks that will be resolved by the end of the week.

6. **Executive Directors Report**

- a. **New Social Media person-** Janine Wong new employee started in May, part time for now and hopefully full time.

b. **Portopia Update-**

- i. Have raised 80K of the 87K
- ii. Artist walk throughs the past week
- iii. Pop up exhibit at WWCW, community engagement, UC students ran the tent and gave a sneak peek

- iv. June kick off of marketing plan
- v. Artist applications due May 31st
- vi. June planning for artists
- vii. August starts installation
- viii. First walk thru with friends and family and a social media influencer
- ix. September 10th opening weekend

c. Geocaching Update-

- i. 3 day event kick off
 - 1. Friday - VIP night at The Windamere, beer and wine tasting, and candy bar from Grandpa Joe's
 - 2. Saturday- Launch in the am (25 caches total) Haute Fusion creating glass coins again pm- promote eating at downtown restaurants and bars and hang out downtown
 - 3. Sunday- CITO in Smith Park
 - 4. August 21st- Geocaching event MVB will set up at.

d. Events Updates-

- i. **(APP)** Pickleball at Lefferson Park 600-800 participants.
 - 1. there is a need for stands and better lighting year round not just for tournaments
 - 2. restrooms are another need
- e. **OH Relief Update-** Mary will send this information out to all of the businesses that can be apply for the grants
- f. **Best of Middletown Awards-** The MYP is disbanding and approached MVB if we would want to be interested in taking this on. Rick suggested that we partner with the Journal or the publishers of the Middletownian.

7. Board Business

- a. **Elect new Secretary-**
- b. **Miami Regionals Hospitality Degree-** Ted Light Dept of Commerce is in charge of the new degree program

8. City Lliaison Report- Shelby was not in attendance, no report

9. Mica suggested that the next meeting be held in person at The Windamere on June 21st.

10. **Adjourn-** Mica called the meeting adjourned at 7:05pm.

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