



Minutes

Middletown Visitors Bureau - Board of Directors Meeting

June 21, 2021, at 6 p.m.

Location: Windamere 2 South Main Street, Middletown

Mica M Glaser Jones
Board Secretary

Mary Huttlinger
Executive Director

Roll Call

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

At Large Members: Dr. Matthew Smith, Stefan Wannemacher, Kevin Kimener, Michell Cook, Heather Mason

Liaisons: City Manager Liaison, Shelby Quinlivan

Guest- Janine Wong- MVB Assistant Marketing Manager **Absent-** David Beeman, Rick Pearce, Ami Vitori

1. Mica called the meeting to order at 6:01pm
2. Approval of the May Minutes- No edits needed, Stefan motioned to accept the minutes, Lyndsey 2nd, all in favor.
3. Old Business
 - a. Short term rental language IN PROCESS
 - b. City Permit Language to include booth for MVB presence ON HOLD
4. Finance Update
 - a. Budget Review- The budget needed to be revised due to unexpected PPE funds that were received. Kevin motioned to approve the revised the budget, Heather 2nd, all in favor.
5. Executive Directors Report
 - a. Portopia- full steam ahead. We have raised of the 90K goal. We have established 10 artists that will be creating super cool, fun, interactive rooms. Marketing campaign started last week. Installation begins mid-July. Exhibit opens Sept 10th.
 - b. Geocaching- expanded tour from 10 caches to 25 caches and have a 3 day kick off August 20-22
 - c. Pickleball- May 15th Middletown hosted the national PPA tournament. Mary has talked to the city about having better restroom facilities. August 5-7 is the next tournament.
 - d. Adventures through Art- 3500 downloads from around the world.
 - e. City Council presentation- Mary presented in front of council last Tuesday, June 15th. She gave an update on what MVB has been busy doing with Portopia, Geocaching, and the Mural tour. She also introduced Janine and the marketing plan going forward.

6. Board Business
 - a. Elect new Secretary- Kevin volunteered to be the board secretary. All in favor
 - b. City training for new Board Members (required)

7. City Liaison Report- Shelby
 - Towne Mall redevelopment which includes, housing, hotel, dining, retail, and an ice rink is moving ahead.
 - The Riverfront project feasibility study should be complete by August.
 - The Rt 4 corridor and Oakland neighborhood is moving ahead.
 - The 51M paving project is in progress for the next two years.
 - The City Manager will be proposing a Fire Station Levy to be put on the May '22 ballot to City Council in July.

8. Adjourn- Mica called the meeting adjourned at 7:25pm. Next meeting is Sept. 20th at The Windamere.

2021 Meeting Schedule

Board of Trustees

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

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|---------------------------|----------------------|
| 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 |

