



Minutes from Middletown Visitor's Bureau December 20, 2021

Meeting called to order at 6:01

Location: Windamere, 2 South Main Street

In attendance:

Mica Glaser Jones, Mary Huttlinger, Mitchell Cook, David Beeman, Heather Mason, Dr. Matthew Smith, Kevin Kimener, Shelby Quinlivin

Absent: Rick Pearce

REPORT

1. September board meeting, Approved
2. Short term rental language still in the works with the City of Middletown
3. Finance update
 - o Budget reviewed from 2021
 - o 2022 Budget Planned vote in January
4. Executive Directors Report
 - o Portopia
 - New artists have been identified, many more reached out to participate
 - More labor was required, so additional people were hired to assist
 - Next roll-out of Portopia, there will be a requirement to hire a manager into the budget
 - Massive exposure, ticket sales numbers are still being counted
 - o Geocaching 2022
 - o Adventures through Art
 - o Portopia Mural Appeal – resolved
 - o 2021 Annual Report to city, scheduled
 - o 2022 Visitors Guide coming in April 2022
 - o MVB's website will be refreshed in 2022 matching a strategy of "back to basics"
 - o ARPA Funds Request - \$209,000 to the City of Middletown towards a 2 yr. investment which will assist in funding projects
5. Board Business
 - Absences – excused and unexcused absence language was discussed, no actions taken

BYLAWS & MEMBERSHIP

"Any board member(s) that has had two unexcused absences will be removed from board."

6. City Liasion Report
 - o Possible development in downtown Middletown that would include indoor and outdoor pickleball courts

7:28 meeting adjourned

Next meeting January 31, 2021

Prepared by: