



Minutes

Middletown Visitors Bureau - Board of Directors Monthly Meeting

February 15, 2021, at 6 p.m.

Location: Google Meet

Mica M Glaser Jones
Board Secretary

Mary Huttlinger
Executive Director

Roll Call- Betsy called the meeting to order at 6:01pm

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

At Large: DeAnna Shores, Rick Pearce, Dr. Matthew Smith, David Beeman, **Pending:** Moji Collins,

Liaisons: Ami Vitori - City Council Liaison

Absent- Stefan Wannemacher, Heather Mason, Shelby Quinlivan

Approval of the January minutes - Lindsay motioned to approve the minutes, Mica 2nd

Old Business

- a. Application for 501c3 status (ON HOLD)- process started, the state is backed up 6 months
- b. MVB Strategy Meeting Scheduled for March with Kathleen Norris

New Business

- c. Budget Discussion
 - i. Budget to date review
- d. Executive Director's Update
 - i. Programs - Portopia, Geocaching, Middletown Sportsmen's Club, Pickleball, Lacrosse (unique URL for promotions)
 1. Portopia- working groups meeting 1-2 times a week, have secured 19K in grants, Action tank is applying for more grants. Hope is to raise 80K. Full branding is completed and working on a marketing plan.
 2. Geocaching- partnering with Geocaching.com for a 2nd year for marketing. Retire the geotrail and roll out a geotour with 10-15 new geocaches. Also partnering with a local geocache group that will help with placement and upkeep.
 3. Middletown's Sportsmen Club- has 3 major events every year that brings people in from all over.
 4. Pickleball- May 14-15 tournament, unique URLs can be made on the MVB website to host hotel and business discounts and we get to collect the data.
 5. Lacrosse- permit pending health dept approval
 6. Spring Blast Soccer Tournament- brings 3-5K visitors

- ii. Heartland Travel Show- Mary and Mica virtually met with 24 different tour operators with 7-8 HOT leads. A lot of interest in the variety of experiences and attractions. Mary followed up with everyone with additional information and will follow up again in two weeks.
- iii. New/Pending Board Members
 - 1. David Beeman- lives in West Chester, works for Cincinnati State for 12 years, 7 in Middletown
 - 2. David Smith- Miami University Middletown and Hamilton, director of programming for both campuses. Originally from UK.
 - 3. Moji Collins- Market Director for Hampton Inn 12 years in hospitality
- e. Liaison Updates
 - i. Ami Vitori, Middletown City staff liaison - Cincinnati Bell possibly partnering with Portopia
- f. Board Business
 - i. Open Discussion
 - ii. Executive Session - ED Annual Review Betsy called Executive Session at 6:41pm
 - 1. Betsy ended the Executive Session at 7:01pm
- g. Adjournment- Betsy called the meeting adjourned at 7:02pm



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