Minutes
Middletown Visitors Bureau - Board of Directors Monthly Meeting
February 15, 2021, at 6 p.m.
Location: Google Meet

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 Geocashing.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

<table>
<thead>
<tr>
<th>Board of Trustees</th>
<th>*Monthly on the Third Monday, except January/July/August</th>
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<tbody>
<tr>
<td>Jan 25 Stakeholders Mtg</td>
<td>Jul no mtg</td>
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<tr>
<td>Feb 15</td>
<td>Aug no mtg</td>
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<tr>
<td>Mar 15 Strategic Planning</td>
<td>Sep 20</td>
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<tr>
<td>Apr 19</td>
<td>Oct 18</td>
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<tr>
<td>May 17</td>
<td>Nov 15</td>
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<td>Jun 21</td>
<td>Dec 13 Holiday Party</td>
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