



Minutes from Middletown Visitor's Bureau September 20, 2021

Meeting called to order at 6:14

Location: Windamere, 2 South Main Street

In attendance:

Mica Glaser Jones, Ami Vitori – City of Middletown Representative, Kevin Kimener, David Beeman, Heather Mason, Rich Pearce, Dr. Matthew Smith

Special Guest: Nicole Condrey, Mayor to the City of Middletown

REPORT

1. June board meeting, Approved
2. Mary is working on Airbnb wording, working on business details, finance, and budget working with accountants, Report next month
3. **Geocache Tour**
August – geocaching tour launched, 500 people for the weekend, many states represented and even Canada, food and drinks, activities for kids, game show hosted by Jon Fernando, Saturday morning went live at 10:01, DJ, vendors, \$4500 in swag, coins at Geocache
4. **Portopia**
Successful launch party, 5 staff, Larry valuable employee, Th-Sunday, Thursdays will be special groups, timed ticketing online, walkups go through website on-site
 - 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
 - Ticket sales are increasing, media increasing with Shelby Quinlivan
 - Inconsistencies with Historical Committee's perception of authority and appearance of impropriety with decisions in dealing with murals, paint, and signage
5. **Adventures through Art Mural Tour**
12,200 downloads, mural walk, expansion to include start skydiving and others, talking to Mike Saltzman, live on DMI app
6. Request for active board support will be better facilitated through a schedule or master project calendar
7. Ami Vitori – City of Middletown still needs to finalize budget allocation to MVB

BYLAWS & MEMBERSHIP

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

7:02 meeting adjourned

Next meeting Oct. 18, 2021

Prepared by Kevin Kimener