



## Minutes from Middletown Visitor's Bureau December 20, 2021

Meeting called to order at 6:01

Location: Windamere, 2 South Main Street

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### In attendance:

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

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
  - Budget reviewed from 2021
  - 2022 Budget Planned vote in January
4. Executive Directors Report
  - 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
  - Geocaching 2022
  - Adventures through Art
  - Portopia Mural Appeal – resolved
  - 2021 Annual Report to city, scheduled
  - 2022 Visitors Guide coming in April 2022
  - MVB's website will be refreshed in 2022 matching a strategy of "back to basics"
  - 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 & MEMBERSHP

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

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

**7:28 meeting adjourned**

**Next meeting January 31, 2021**

Prepared by: