



Events Committee Meeting
Wednesday, April 5, 2017 at 9:00am
549 Congress St

Board members present: Robyn Violette

Present: Sally Newhall, Dawn Tully, Ethan Campbell

Guests: Anne Lang (City's Tobacco Prevention Program Manager) and Kay Mann of Maine Green Power

Staff present: Casey Gilbert, Adam MacDonald, Taffy Eaton

Minute 1. Downtown Worker Appreciation Day update May 4th, 7:30 – 9:30AM: Adam

- A. Sponsor update:
 - MEMIC - \$1,000 event sponsor
 - Diversified Communications - \$500.00 Flower sponsor – Robyn will reach out to Dan Kennedy to order flowers
 - Live + Work in Maine - \$250.00 Printing sponsor
 - Mainehealth - \$750.00 Food sponsor
 - Bangor Saving Bank - Bag sponsor - donated 1,200 bags
 - Circus Maine performer at each location? We need a sponsor.
- B. April 28th from 3-6pm - bag stuffing party. Need 1,200 pieces for goodie bag items
- C. Need guidelines for coffee donors – some donors handle the volume well and others are not as prepared
- D. Let Adam know if you know of anyone willing to donate raffle items, who would like to sponsor, or contribute items to goodie bags.

Minute 2. Summer Kickoff Weekend update: Adam

Portland Downtown wanted to add an event that incorporates all of downtown. Casey revealed that PD has applied for a festival zone for the entire downtown footprint for the entire weekend, in order to make the weekend impactful for our downtown businesses and to involve the Congress Street businesses, Friday 9am – Sunday 5pm. No street vendors would be allowed. The application will be reviewed at the April 24th City Council meeting. She is not sure whether the zone will be approved.

- 1) Friday June 9th:
 - **Square Hop** – we will activate 4 squares downtown with 4 acts, 6-8pm
 - Longfellow Square - Port Fringe; Congress Square Park – Circus Maine; Monument Square – Maine Marimba Ensemble; Post Office Park – Peaks Island Ukes.
- 2) **Window Walk** – participating retailers and restaurants will decorate their windows in a summer theme – in time for judging, which begins June 9th. There will be a social media contest and perhaps a judged contest also for the best window.
- 3) Saturday June 10th:
 - **Walk the Working Waterfront** - John Spritz is organizing this event. Portland Downtown will try to get volunteers for the day.

- **Summer Shop for a Cause Day** – 2nd Annual. The Locker Project is the non-profit beneficiary, voted on by the merchants. The Locker Project connects food-insecure children in Maine with nourishing food to improve their learning capacity, health and future.

4) Sunday June 11th: Old Port Festival, 11am – 5pm: Sally

- Stages:
 - i. The Dispatch stage will not be part of the event this year, as the magazine/business is no longer operational.
 - ii. WPOR & Coast will combine on one stage at the intersection of Middle and Temple Street, in front of the Nickelodeon Cinema building/Lobsterman’s park.
 - iii. The Maine Academy of Modern Music stage will remain on Dana Street
- Vendors and other:
 - i. Artists spaces are almost sold out
 - ii. Food and retail booth sales are coming along
 - iii. Sally is finalizing the kiddie rides
 - iv. The Children’s Stage is booked
 - v. The pony rides were not asked back
- Parade:
 - i. The MAMM brass marching band will march with the parade. Circus Maine will lead the parade again.
- Permitting:
 - i. Sally, Casey and Adam are working with the City to try and simplify the food vendor permitting process
- Security:
 - i. Portland Downtown will hire security for each stage. The radio stations will reimburse us.
 - ii. City event security staff will supply the security. Show Dawg has been notified that we will not use their services this year.
- Sponsorships:
 - i. Casey is working on sponsorships for the parade and the children’s area. Considering an auto sponsor and have cars on display throughout the footprint in various strategic locations.
 - ii. Perhaps Norway Savings Bank would sponsor the parade or the children area?
- Other:
 - i. Saturday afternoon – tape out vendor spaces and post Emergency No Parking signage
 - ii. Ferris Wheel – Sally is awaiting Steve DiMillo’s ok to have the ferris wheel in his parking lot again
 - iii. The Portland Downtown Board agreed to look at OPF holistically. Is the event serving our mission? How can it better benefit our local merchants? Is it a positive representation of our community and downtown? An ad hoc committee will be created to research and make recommendations.

Minute 3. “Green and Clean” Initiatives for OPF:

- Kay Mann with Maine Green Power – a residential door-knocking campaign will soon begin to increase awareness and usage. Kay is working on “greening events”. She worked with Portland Downtown on greening the holiday lights. There is no cost to the event producer. Maine Green Power just asks for mention at the event and to have a table. Kay would like to work with the AV company involved in the festival. Rides and vendors all work on KW hours. Kay could talk to Dan Wood, the electrician for OPF. MGP collects the data for future use. Lawn signs, teardrop banner and printable signs are all supplied, which are displayed during the event to promote MGP. MGP procures the renewable energy certificates for the event. Kay will send CG the info. Casey will bring it to the Executive Committee and get back in touch with Kay.
- Anne Lang, the City’s Tobacco Prevention Program Manager – cigarette butts are the most littered item in the world. How does the City’s no smoking in parks ordinance get enforced? For OPF, it would be a consistency thing, reinforcing the ordinance. If Portland Downtown would advertise that the OPF is “tobacco free”, it would be helpful. “Tobacco Free” could become part of the policies surrounding OPF, get something in writing. Free signage would be supplied and put up. Enforcement will be difficult.

Signage, cadets and security will enforce. "Tobacco Free" will enhance the family friendly OPF atmosphere. Casey will bring it to the Executive Committee and get back in touch with Anne.

Minute 5. Other business:

- Volunteer base is robust – will use for OPF. Will train them, and need to order brightly colored t-shirts that will make the volunteers easily identifiable. Dawn volunteered to help Sally or wherever needed.
- The Cadet program will be handing out smoking cessation information to ordinance violators this summer.

Next meeting: Wednesday, May 3rd at 9:00am

Respectfully submitted,
Taffy Eaton, Recorder