



Events Committee Meeting Agenda
Wednesday, November 2, 2016 at 9:00 am
Portland Downtown, 549 Congress St

This committee oversees planning and logistics for all Portland Downtown events including Downtown Worker Appreciation Day, Old Port Festival, the Tree Lighting in Monument Square and Merry Madness.

1. Introductions (9:00-9:05)
2. Review and approval of October 5, 2016 meeting minutes (9:05-9:10)
3. Update on Light Up Your Holidays business sign-ups (Registration opened Sept 16 and will close Nov 1) (9:10-9:20)
4. Updates and next steps for holiday events: (9:20-9:50)
 - a. Tree Lighting – Nov 25
 - b. Shop for a Cause Day – Nov 26
 - c. Elfternoon Shopping – Nov 30, Dec 7, Dec 14
 - d. Window Display Contest – Season
 - e. Merry Madness – Dec 8
5. Other Business (9:50-10:00)



*****DRAFT*****

**Events Committee Meeting
October 5, 2016 at 9:00am
549 Congress St**

Board members present: Ken Cianchette

Others present: Sally Newhall, Dawn Tully

Staff present: Casey Gilbert, Adam MacDonald, Taffy Eaton

Minute 1. Introductions

Minute 2. Update on Light Up Your Holidays business sign-ups (Registration opened September 16th and will close November 1st): Adam circulated the **attached** summary of registrations and sponsorships to date. Adam also set up an online tree submission form to consolidate the process. Casey reminded the group that these events are free to businesses to participate in. It is part of what Portland Downtown offers its businesses.

Minute 3. Updates and next steps for holiday events:

a) Tree Lighting, Nov. 25th –

- Dawn offered Circus Maine students to perform before the event. Casey and Adam will brainstorm the idea but the area might not offer enough space for the performers to perform safely.
- Offer a chance for the Monument Square tree to be carved into a sculpture and sell raffle tickets for the finished product. Perhaps too late for 2016 planning but it's an idea for 2017.
- MEMIC's sponsorship will be split between Tree Lighting (\$4,000) and Downtown Worker Appreciation Day (\$1,000). The VIP area will be in front of the stage with seating this year.
- AV Technician has a video wall that Sally has used or Headlight AV has screens.
- Casey will talk to Alex Gray (Waterfront Concerts) about staging and video walls

b) Merry Madness

- Casey reviewed her proposal (**attached**) and event set-up diagram.
- The Hyatt is the Exclusive Hotel Sponsor and hopefully will offer Stay and Play packages
- AARP is a new sponsor. It's a good fit for the demographic of the event.
- We are still seeking a Presenting Sponsor who will get their logo on the back of the wine glasses. Cellar Door Winery turned the sponsorship down. Sally has a connection with Bettina at Cellar Door and will contact her because the committee believes she is very generous with her giving. Adam will contact Sweetgrass Winery.
- We order glasses based on registration numbers. This year we will stop registrations before the event and keep 100 glasses only for day-of registrations. The fee structure will be \$15 before 11/1, \$20 between 11/1 and 11/15 and \$25 day-of. We will communicate the reasons for this clearly.
- We will have passed hors d'oeuvres with napkins only
- Only sponsors only will be able to put items in the goodie bag
- No on-site raffle – registrants will automatically be entered in the raffle through the registration process
- **The committee approves the registration process as described above. The committee is also comfortable with passed hors d'oeuvres.**

Minute 4. Next meeting: **November 2nd** at 9:00am

Respectfully submitted,
Taffy Eaton, Recorder