



**Events Committee Meeting Agenda**  
**Wednesday, August 3, 2016 at 9:00 am**  
**Portland Downtown, 549 Congress St**

1. Introductions
2. General brainstorming for signature holiday events
  - a. Tree Lighting in Monument Square — Friday, November 25
  - b. Shop for a Cause Day — Saturday, November 26
  - c. Merry Madness — Thursday, December 8
3. Review 2015 sponsors and brainstorm/identify sponsors for this year
4. Other business



**Events Committee Meeting  
July 6, 2016 at 9:00am  
549 Congress St**

*Board members present:* Max Bangs, Robyn Violette

*Others present:* Sally Newhall, John Spritz

*Staff present:* Adam MacDonald, Taffy Eaton

**Minute 1.** Summer Kickoff Weekend event recap

a. Walk the Working Waterfront – John Spritz

- i. John estimates there were close to 1,000 attendees
- ii. The event is 3 years old. This was the first year that the weather was not beautiful, but it was still a great event.
- iii. The more that it is centered around fish and boats, the more successful the event is. Attendees want to stay on the waterfront, not leave on a tour.
- iv. Tugboat tours will hopefully join the event in 2017
- v. Bristol Seafood gave away mussels and was one of the most popular business
- vi. El Galeon was a huge draw
- vii. Placing eye catching things like lobster traps on Commercial St, help attract people to that wharf
- viii. Flags vs balloons were great
- ix. A great tour guide, Turner Kruysman, who does tours for Portland Trails, donated his time to walking on Commercial Street answering questions
- x. A few businesses that did not have a great turnout had offers that were not especially attractive to attendees.
- xi. John felt that the Atlantic Cup event did not draw too many people away from this event
- xii. The event will continue to grow, possibly under Portland Downtown or another organizations management.

b. Shop for A Cause – Adam

- i. This was the first summer event with 20 participating retailers. Portland Trails was the beneficiary. \$3,000 has been raised to date, with some donations still outstanding.
- ii. There will be a press release indicating the participating
- iii. There will be a Shop for A Cause November event again, which raised over \$8,000 for Preble Street in 2015.

c. Old Port Festival –

- i. Sally suggests putting up semi-permanent official no parking signs a week in advance
- ii. 17 cars were towed and Sally would like to lessen that amount in 2017
- iii. Thoughts for getting the word out about Sunday towing:
  1. Will do a press release (like a Yellow Zone parking ban) in 2017 to try and get the word out
  2. Use social media
- iv. There were 6 arrests in the Fore Street area, mostly due to incidents starting in bars
- v. The Dispatch stage will be moved from Fore Street to Moulton Street which should help with crowd control in the area
- vi. Public Works did a terrific job cleaning up

- vii. We need better stage security. Discussions between the radio stations and Portland Downtown will continue.
- viii. Swapping of kiddie rides and artists on Federal Street got some complaints from the artists at the beginning of the event but they were seen doing business.
- ix. Portland Fire Dept says we can put artists on both sides of Federal Street in 2017 so we can increase the number of artists.
- x. Online registration went smoothly and should be continued next year
- xi. Flow was better this year
- xii. We hired Sarah Beard Buckley and will use her photos for sponsorship sales in 2017
- xiii. We hired Filipp K as a videographer and now have footage as well as the end product video
- xiv. WGME & Fox are interested in partnering again
- xv. We need to get more feedback from the merchants – attendance was low at the July Merchant meeting so it will be on the August agenda.
- xvi. The vendor price increase kept some food vendors away and allowed Sally to be more creative with booth spacing in general.
- xvii. John asked whether 50,000 is about the maximum number of attendees we want.

## **Minute 2. Holiday Events**

### a. Adam described the sequence of events:

- i. Tree Lighting: if we continue with 2 bands in 2016, hire an emcee to entertain the crowd so there's no downtime as sets are changed. Maybe do a t-shirt toss or something similar.
- ii. Shop for A Cause Day: the Merchant group decides on the non-profit recipient
- iii. Horse & wagon rides: they run throughout the holiday season and are very popular. They provide a good sponsorship opportunity
- iv. Window display contest
- v. Elternoon Lunch: retailers provide snacks to downtown workers and others doing lunchtime holiday shopping.
- vi. Merry Madness:
  1. Consider other venues, maybe kickoff at Port City Music Hall in 2016?
  2. Need a food sponsor and more food
  3. Perhaps add: "Admission cost gets you 1 slice of pizza, your filled wine glass and your swag bag, then go shop and eat". Have food servers and tickets for wine glasses.
  4. ID checking could be smoother

## **Minute 3. Other business**

- Adam is working on building a volunteer base
- Did the Summer Kickoff Weekend theme work?
  - Yes, it seemed to, with OPF as the finale event
  - 3 core events seemed to work well
  - Maybe add a Saturday night something, maybe with bars and restaurants. "Shop & Eat for A Cause" takes it into the evening and involves restaurants.
  - We might consider promoting an event that Friends of Congress Square

## **Minute 4. Next meeting: August 3<sup>rd</sup> at 9:00am**

Respectfully submitted,  
Taffy Eaton, Recorder