



Events Committee Meeting/OPF planning meeting
Wednesday, February 1, 2017 at 9:00am
549 Congress St

Present: Sally Newhall

Staff present: Casey Gilbert, Adam MacDonald, Taffy Eaton

Minute 1. **Review and approval of January 4, 2017 meeting minutes.** Postponed to the March meeting.

Minute 2. **Police Awards Breakfast, Saturday February 4, 2017 - Quick overview + update by Casey**

Minute 3. **Volunteer Appreciation Night, Thursday, March 23rd - Quick overview + update by Adam**

Minute 4. **Old Port Festival discussion and To-do list** - Sally, Casey and Adam

- Sponsorships:
 - Shoestring Theatre parade – Sally will check with Nance about whether a sponsor banner can be carried in the parade
 - Prime Motor Group and Infinity Federal Credit Union are investigating possible sponsorship opportunities. Sally suggested grouping car dealerships as a group called “New England Car Dealerships”.
 - Children’s Stage area – can work on a good sponsorship for this area
- Stages:
 - Casey would like to add a stage at the end of Federal Street (near Temple St) and is trying to connect with WMPG.
 - Lynn Tilotson said Nova Scotia is marking their 150th anniversary and would like to have a presence in Portland somehow. Casey would like to consider having a stage featuring Canadian music for a \$5,000 sponsorship.
 - The current Dispatch stage location (corner of Fore and Union Streets) can easily be reworked if they are not going to have a stage. Perhaps put the rock wall there? Sally will reach out to Dispatch/Down East to determine whether Dispatch will have a stage.
 - Sally will reach out to Maine Academy of Modern Music, Portland Radio Group and Townsquare Media
 - Perhaps put a small acoustic stage at the corner of Moulton and Commercial Streets instead of the Pony Rides – Sally will let her know that we can’t accommodate her this year.
- Marketing:
 - Channel 13 contacted Adam re providing television coverage/ads. Adam will set up a meeting.

- Add drone footage in trade for a booth? Adam will contact Filipp K
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- Logistics:
 - Circus Maine will participate at the same level they did in 2016, the parade and doing expos
 - Casey suggested having amusements in the post office parking lot this year (corner of Temple and Federal Sts) and sharing revenue with the lot owner. Sally will call D&L Amusements about putting some of their amusements there.
 - Sally will meet with Press Hotel about having the top of Exchange St closed. They could use the 2 spaces at the corner of Congress & Exchange St for valet use during the street closure.
 - Artists will stay on the Regency side of Market Street below Middle St. On other side above Middle St.
 - Vendors will be on the left side of Exchange Street this year
 - Keep Port-a-Pottie numbers the same
 - Use volunteers to stripe/tape vendor spaces and put up Emergency No Parking signs
 - Will have a team meeting in May
- Security:
 - Sally will talk to Peter McFarland about the City providing security

Next meeting: scheduled for Wednesday, March 1st at 9:00am but that is during the Board retreat.

Respectfully submitted,
Taffy Eaton, Recorder