



Marketing Committee Meeting Minutes
Tuesday April 11, 2017 9:00 – 10:00am
Portland Downtown, 549 Congress St

Present: Suzie Rephan, Jean Berg-Keyes, Susan Driscoll
Staff: Adam MacDonald, Casey Gilbert

Minute 1. The committee reviewed and approved the March 24, 2017 meeting minutes. The minutes were unanimously approved at 9:05am.

Minute 2. Walking Tour Brochure Update — Casey hired Theodora Medouris to design our new walking tour brochures. There are six themed tours: Hidden Public Spaces, Art Inside & Out, Historical Pubs & Shops, Historical Figures, Architectural Wonders, and Kids Fun. Each offers visitors a fun, active, and educational experience — a nice way to explore downtown on foot. Print and digital versions of the brochures should be ready early June. They will be available for free at the Visitor Information Booth, the Portland Downtown office, and other key locations such as Visit Portland (Ocean Gateway).

Minute 3. Downtown Directory Update — The 2017-2018 Directory is hot off the press. Portland Press Herald will distribute boxes to about 90 key sites (including banks and hotels). With the help of volunteers, Portland Downtown will deliver copies door-to-door to all of our downtown shops, restaurants, and offices. We will once again partner with Kevin's Brochures and Visit Portland to keep Directories well-stocked in high-traffic tourist areas.

Jean reported that ad sales were strong, citing that businesses really see the value in this year-round “showpiece” publication. PPH worked with first-time advertiser, Still A Good Cause (winner of the 2016 Holiday Window Display Contest), to develop a great full-page ad.

Minute 4. Social Media Update — Adam reported on the steady growth of our Facebook, Twitter, and Instagram channels. He also reviewed the results of our Facebook advertising for Downtown Worker Appreciation Day and Old Port Festival. *See attached for details.*

Minute 5. Summer Kickoff Weekend Promotions Update — Adam will design a counter card highlighting Square Hop, SFAC, WTWW, and OPF. 10,000 will be printed and distributed widely. 1200 will be included in the goodie bags for Downtown Worker Appreciation Day.