



Marketing Committee Meeting Agenda
Tuesday, October 11, 2016 Meeting time: 8:30 am
Portland Downtown, 549 Congress St

1. Review & approve September 13, 2016 meeting minutes
2. Merry Madness registration process and promo plan
 - a. Review results from last year (Ticket sales generated by Facebook ads, print ads, discount codes, Eventbrite website integration)
 - b. Review 2016 advertising plan/timeline
 - c. Discuss glassware, shopping bag, Step & Repeat and other event visuals
3. Updates on marketing initiatives for other holiday events (Tree Lighting, Shop for a Cause Day, etc.)
4. Social media update
5. Other business



DRAFT

Marketing Committee Meeting Minutes

September 13, 2016
8:30 AM.

Portland Downtown
549 Congress Street, Portland, Maine

Present:
Alen Saric
Suzie Rephan
Susan Driscoll
Dawn Tully

Staff:
Adam MacDonald
Taffy Eaton

Minute 1. Alen called the meeting to order

Minute 2. The August 9th meeting minutes were unanimously approved.

Minute 3. Brainstorm Portland Downtown products (merch) to sell in-office and online (tote bags, t-shirts, etc.)

- Price out ceramic travel mugs – navy with white logo
 - T-shirts – improve fabric, fit and style, create a new logo design and possibly use all the Portland Downtown colors
 - Tote bags
 - Cocktail napkins, coasters, bottled water, small notebook, koozies, cell phone covers
 - Talk to Sandy at Something's Fishy about popular clothing items?
 - Beverly at Liberty Graphics, KC at LT's for possible screen printing
 - Offer items to downtown merchants at wholesale pricing
 - Start with a small run of a few items and sell at events or at this office (seasonal window displays)
 - Zootility is a local company that produces great items
 - Will consult with the Legal Affairs Committee to be sure we are operating within our 501c4 limits
 - Possibly send a Doodle poll to collect ideas for products and/or put it on the Merchant Meeting agenda
- b) E-commerce shopping experience? Portland Downtown uses plug-ins on our site.
- Possibly could use Shopify or Woobox.
 - Need to check into shipping materials and costs. Set up an account with a shipper?

Minute 4. Adam told the committee that he and Casey decided to advertise in the MaineBiz Giving Guide to position Portland Downtown as an organization that people and organizations can support with sponsorships, volunteerism, grants, etc. The ads are 2 full pages for \$1,600 with lots of space for descriptions of Portland Downtown as well as photos. These guides are printed annually and people hold on to them for the year. Funds formerly committed to a Maine Invites You ad which was \$3,000 will be redirected to MaineBiz.

Minute 5. Holiday Event update:

- **Tree Lighting**, Friday November 25th: Hood will be the presenting sponsor for \$7,500. They will distribute samples of 4 new egg nog flavors. Hopefully MEMIC will return as a sponsor also, or they might split their support between this event and DWAD. Adam will add the commitment for retailers to “stay open until 8pm” to the Light up Your Holidays paperwork, which will be sent out to all downtown businesses via USPS followed by email reminders.

- **Shop for A Cause Day**, Saturday November 26th: Adam has sent a Survey Monkey survey to choose the beneficiary. Votes are due tomorrow (9/14). Adam will promote the chosen organization on all media sites.
- **Merry Madness**, Thursday December 8th: the kick-off party will be at Portland House of Music again. The Events Committee is working on the details. Snack distribution is being discussed. Perhaps get restaurants to put discount food tickets in goodie bags to encourage attendees to eat at one of the restaurants while shopping. Use cocktail napkins instead of plates?

Minute 6. Adam talked about the International Downtown Awards won by Portland Downtown for the Cadet program and our 2015 Marketing and Rebranding campaign. Portland Downtown is an award winning downtown!

Alen adjourned the meeting at 9:35.

Respectfully submitted,
Taffy Eaton, Recorder.