



Marketing Committee Meeting Agenda
Tuesday, November 8, 2016 8:30 – 9:30am
Portland Downtown, 549 Congress St

This committee led the organization through rebranding and was instrumental in the creation of our new website in 2016. Moving forward, the committee is charged with fulfilling the annual marketing goals of Portland Downtown.

1. Review & approve October 11, 2016 meeting minutes (8:30-8:35)
2. Review Light Up Your Holidays Marketing Initiatives & Collateral: How else can we get the word out about our holiday events (especially Shop for a Cause Day and Elfternoon Lunchtime Shopping)? (8:35 – 9:15)
 - a. Website
 - b. Facebook
 - c. Print materials
 - d. TV spot
 - e. Radio ad
 - f. Email Marketing
 - g. Media: MaineLife with Erin Ovalle, Radio, Channel 8, Print Ads
3. Other business (9:15-9:30)

Next meeting: December 13, 2016



DRAFT

Marketing Committee Meeting Minutes

October 11, 2016
8:30 AM.

Portland Downtown
549 Congress Street, Portland, Maine

Present:
Alen Saric
Susan Driscoll
Dawn Tully
Jean Berg

Staff:
Adam MacDonald
Taffy Eaton

Minute 1. Alen called the meeting to order

Minute 2. September 13th meeting minutes' discussion and approval:

- Adam will continue to look into eCommerce possibilities, showed the committee our ad in the MaineBiz Giving Guide and reviewed the Tree Lighting sponsorships
- Adam mentioned that he will be taking the idea of combining the Marketing and Events Committees to the Executive Committee

The minutes were unanimously approved.

Minute 3. Holiday event registrations for businesses: Adam distributed and reviewed the attached registrations and sponsorships summary sheet.

Minute 4. Merry Madness registration process and promo plan:

- a) Adam reviewed the results from 2015 registrations and the 2016 registration ideas (attached).
 - Early Bird discounts help with getting registration numbers early on so Adam can order glassware, etc.
 - Adam plans to work with our partners (Creative Portland, Chamber of Commerce) to distribute promo codes to their mailing lists
 - Cap the event at 1,200
 - We are passing on the cost of Eventbrite fees to registrants this year
- b) Review 2016 advertising plan/timeline
 - Adam will start the marketing campaign soon to gain hype
 - The suggestion was made to stop taking registrations 2 weeks prior to the event. Make sure marketing is clear that there are limited "day-of" tickets.
 - Adam would like to order glassware early
 - Bag item donations will be limited to sponsors
- c) Discuss glassware, shopping bag, Step & Repeat and other event visuals
 - This committee would like to know the costs of glassware, bags, wine, caterer, etc prior to deciding ticket costs. We need to break even or make money.

Jean had a question from a Congress Street merchant about how Portland Downtown plans to get shoppers uptown during Merry Madness. Adam reminded the committee that only 2 merchants in the downtown area signed up for the event in 2015. He is hoping that more will sign up this year. Discussion/ideas:

- a. Might do a coupon book for Arts District merchants in the goodie bag – good for only that evening
- b. If MECA is open, it might help bring shoppers up
- c. Adam talked about having a “Pop up” type location to bring several businesses together in one spot

Minute 5. Social Media update – Adam distributed the attached summary. In the interest of time, Alen asked the committee to review it on their own time.

Alen adjourned the meeting at 9:40.

Respectfully submitted,
Taffy Eaton, Recorder.

Light Up Your Holidays

Business Registrations as of Oct. 5

Event	YTD	Goal	Percent to Goal
Shop for a Cause Day	15	40	37%
Merry Madness	16	75	21%
Elfternoon Shopping	10	20	50%
Window Display Contest	14	50	28%

Sponsorships

Tree Lighting

Presenting Sponsor: Hood EggNog — \$7,500

Major Sponsor: MEMIC — \$4,000

TV Partner: WMTW Channel 8

Radio Partner: Townsquare Media

Merry Madness

Exclusive Hotel Sponsor: Hyatt Place Old Port — \$2,500

Supporting Sponsor: AARP — \$1,000

Venue Sponsor: Portland House of Music

Charity Partner: Portland Press Herald Toy Fund

2015 Ticket Sales

Online (\$15): 1,057

At the door (\$20): 143

2015 Discount Code Usage

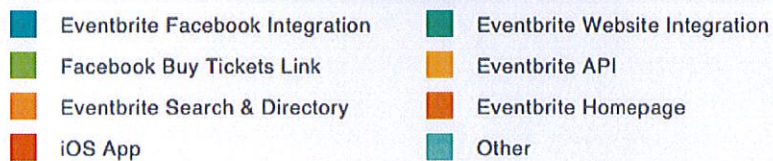
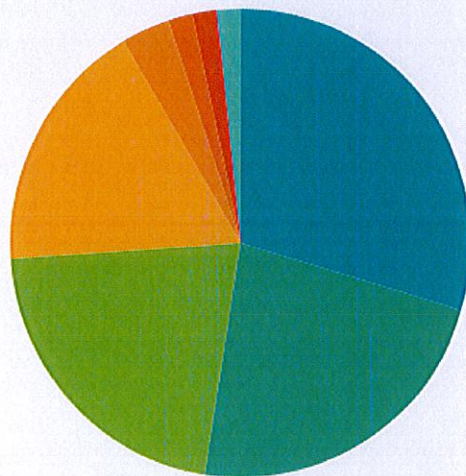
Twitter: 69

Portland Downtown list: 52

Portland Press Herald: 50

Instagram: 0

Traffic from Promotional Tools



Tickets sold

Notes for 2016

- Open sales Wed 10/19
- Offer discount to 2015 attendees
- Consider early bird discount (for everyone)
- Consider capping the event at 1200
- Cutoff date for glassware/bag order: November 23

SOCIAL MEDIA UPDATE


























October 11, 2016

CHANNEL	FOLLOWERS ON OCT. 1 (Pre-Brand Launch)	FOLLOWERS TODAY	PERCENT INCREASE
Facebook	20,896	28,071	34%
Twitter	6,113	7,609	24%
Instagram	0	2,719	—
Email Subscriber List	13,390	14,900	11%

5 MOST RECENT FACEBOOK POSTS

Your 5 Most Recent Posts

■ Reach: Organic / Paid
 ■ Post Clicks
 ■ Reactions, Comments & Shares

Published	Post	Type	Targeting	Reach	Engagement	Promote
10/07/2016 11:38 am	 Feeding the 5000 Portland, Maine is underway in Monument Square!			11.7K 	709 25 	Boost Post
10/06/2016 5:32 pm	 Portland Downtown is a proud sponsor of tonight's 2016 Indie Biz Aw			474 	9 1 	
10/06/2016 2:36 pm	 Tomorrow in Monument Square: a delicious, farm-fresh stew for you a			1.7K 	75 3 	
10/05/2016 12:16 pm	 Please join us in wishing a very "Happy Birthday" to First Friday Art			1.5K 	8 2 	Boost Post
09/29/2016 11:08 am	 Moulton Street in the Old Port pops with color. Thanks to Michael Ca			13.4K 	645 714 	Boost Post