



Marketing and Events Committee Meeting Minutes

Tuesday July 11, 2017 9:00 – 10:00am

Portland Downtown, 549 Congress St

Board members present: Alen Saric, Robyn Violette

Others present: Susan Driscoll, Dawn Tully, Joyce Mongeau

Staff: Adam MacDonald, Casey Gilbert, Taffy Eaton

Minute 1. Robyn opened the meeting by welcoming everyone present and asked for introductions. For this meeting, Casey mentioned that Robyn Violette will assume the position of Chair of this combined committee until Kim Volk starts the process of assigning committee chair persons later this month.

Minute 2. Alen Saric made a motion to approve the June 13, 2017 meeting minutes. The motion was duly seconded and the minutes were unanimously approved. Discussion:

- Casey described the upcoming process of people committing to involvement on whichever committee they decide to sit on in order to make the committees more robust and effective

Minute 3. Visitor Information Booth: Co-branded with Visit Portland – Casey

Casey described the process of partnering with Visit Portland to staff the booth in Tommy's Park this summer.

- Adam showed pictures of the newly painted and co-branded booth
- Visit Portland is tracking the number of daily visitors to the booth and will provide a report in September
- Alen met the Visit Portland staff and volunteers and reported that they are terrific and very excited about working in the booth

Minute 4. Google Analytics: Early insights: Adam

This is a way to track engagement with our website, as well as measure the number of web visitors and to see which pages they click on and how much time they spend on the page. We do not have historical numbers unfortunately. Adam distributed a sheet of analytics for the week of July 4 – 10th. This will provide feedback about how to increase engagement and boost our rankings in search engines.

Minute 5. Review Calendar of Upcoming Events + General Discussion: Adam

The Light up Your Holidays suite of events (Tree Lighting, Shop for A Cause Day, Elfternoon Lunchtime Shopping, Merry Madness and the horse and wagon rides) will occur in November and December. The committee will commence planning asap. We have 2 years of experience with of this suite of events and plan to make no significant changes for 2017.

- The committee will seek more local food donations for the Merry Madness snack bag this year
- Casey thanked Robyn for getting the wine donated for Merry Madness
- We will need to get 1,200 "goodie bags" this year, either with a sponsor or a donation
- Adam and Casey will begin to meet with former sponsors shortly. AARP and Hood have expressed interest again.

- We will make the Volunteer Appreciation Party a Volunteer and Sponsor Appreciation Party in 2018
- The Elfternoon Lunchtime Shopping event is growing and attracting downtown employees as it was intended to
- The Police Awards Breakfast is in late January or early February at the Holiday Inn by the Bay. Portland Downtown raises sponsorships to cover the cost of the event. Adam will try and get some press coverage in 2018. Joyce mentioned that it is an event she would like to hear about and that should be more well promoted in the media.
- Downtown Worker Appreciation Day is in May
- Summer Kickoff Weekend is in June. We will have the Square Hop again, Shop for A Cause Day, Window Display Contest, Walk the Working Waterfront and Old Port Festival

Minute 6. Other business:

- Casey talked about the recipient of the summer Shop for A Cause Day donations, The Locker Project. We have already collected over \$3,100 with only half of the participating retailers' checks received.

The meeting was adjourned at 10:00.

Respectfully submitted,
Taffy Eaton, Recorder.