



## Marketing and Events Committee Meeting Minutes

Tuesday June 12, 2017 9:00 – 10:00am

Portland Downtown, 549 Congress St

**Board members present:** Alen Saric

**Others present:** Susan Driscoll

**Staff:** Adam MacDonald, Casey Gilbert, Taffy Eaton, Ethan Campbell

**Minute 1.** Casey opened the first combined meeting of the Marketing and Events Committee. Adam reminded the group that the committees were combined to lessen redundancy at the two meetings. Both marketing and communications efforts and events will be addressed at each meeting.

**Minute 2.** Alen Saric made a motion to approve the May 9, 2017 meeting minutes. Susan Driscoll seconded the motion and the minutes were unanimously approved. Discussion:

- Alen noted that Adam's check list from the May Marketing Committee meeting was completed

**Minute 3.** Summer Kickoff Weekend – Adam:

- Square Hop – Friday
  - Signage was put up and down key streets and was very noticeable
  - There were great crowds at each location
  - The 2-hour time slot allowed everyone to get to each square
  - Will look at new performers for 2018
  - Will look for more sponsorships in 2018 now that we have photos and have experienced the event. One sponsor per square.
  - Nice that it was spread throughout downtown and not only in the Old Port. It was an active, participatory event.
  - Porta-potties should be added for an event that draws large numbers of people downtown
  - Could add a rain date on Saturday if performers are willing
- Shop for A Cause Day – Saturday
  - Casey was interviewed by several TV and radio stations – Portland Downtown had lots of earned media coverage
  - The Locker Project was very involved and Katie visited shops on Saturday
- Walk the Working Waterfront – Saturday
  - John Spritz said it was very successful - thinks they got about 1,000 attendees as has been the traditional attendance
  - Adam was able to get volunteers for the event
- Old Port Festival - Sunday
  - Went very well by initial reports
  - Had only 3 medical calls for heat exhaustion
  - City security did a great job. The Guest services group need to be better informed about the event next year.

- The Free METRO rides were well used
- Bicycle Coalition of Maine was valeting in front of the Nickelodeon Theatre and was very busy on Sunday
- Green and Clean initiatives:
  - Portland Downtown purchased blocks of energy for OPF from Maine Green Energy
  - A smoke and tobacco free footprint was encouraged and people noticed a difference. Smokers were polite when asked to extinguish cigarettes.
- Susan mentioned that volunteers had many more questions about vendor booth locations this year. Perhaps an alphabetized list would be helpful next year.
- Fewer stages did not impact attendance
- Negative comments are inevitable. There are many different feelings about the event. Adam responds kindly to acknowledge the comments. Alen confirmed that it is important to respond to negative comments.
- Casey would like the Old Port Festival ad hoc committee to address the following questions:
  - Does this event enhance the image of the City of Portland?
  - Does this event advance the City of Portland?
  - Also, is the ROI worth the stress on staff, negative impact on some merchants and residents?
- The survey will add information for the ad hoc committee to review
- Ethan heard some negative feedback about the commercialism of the event
- Adam added that it has lost its local flavor. It seems like any fair, not special. The Board will work to determine the effect of the festival on the City.
- This committee would like to get back to an arts and music festival. Perhaps a name change is in order.
- Perhaps eliminate the fee for merchants to use their sidewalk, choose specific food trucks, have smaller musical events spread around instead of larger stages with amplified music.
- There is an appeal to having the streets closed to traffic.
- Many people attend because of the bands

**Minute 4.** Walking Tour brochure update: Adam and Casey

- We wanted to respond to the demand of people looking for walking tours
- We are working with Theodora on the brochures. They were initiated by USM students who took Board members on each tour.
- Adam showed the draft of the Art Inside & Out brochure
- Casey wrote great descriptors for each location
- We hope to send them to print by June 20<sup>th</sup> and distribute. We will print a small run and will allow Portland Downtown partners and the hotels to use the file and print their own.

The meeting was adjourned at 10:00.

Respectfully submitted,  
Taffy Eaton, Recorder.