



*****DRAFT*****

Marketing Committee Meeting Minutes

January 10, 2017
8:30 AM.

Portland Downtown
549 Congress Street, Portland, Maine

Board members present:
Alen Saric

Staff:
Casey Gilbert
Adam MacDonald
Taffy Eaton

Minute 1. Alen called the meeting to order

Minute 2. Alen reviewed and approved the November 8, 2016 meeting minutes. Alen thanked Suzie for running the November meeting when he was unable to attend.

Minute 3. Review results of Merry Madness promotions including print ads, Facebook ads and email marketing
Adam distributed his summary and reviewed it (attached)

- Promotional Code usage: The Portland Press Herald ad did not generate any promo code usage but it is worth the cost of the ad because it is important to merchants.
- Twitter ad was free and the promo code was well used
- The current contract with Portland Press Herald is a good fit for the current Portland Downtown organization. We are a sponsor of the Maine Voices Live event.

Minute 4. Discuss upcoming changes/additions to the Portland Downtown website

- Adam added “Helpful Resources”, a list of links to key partner organizations, under the About Us tab. He will add “fun facts” about staff and Board members.
- Google Analytics use is a goal of Adam’s for this year
- Adam will add a password protected section for Board members with resources such as Committee meeting minutes, Board meeting minutes and other pertinent information
- The Volunteer section was recently added and has attracted many new volunteers
- The Community Events Calendar is still widely used but the website now looks more like a non-profit organizations’ site as it should

Minute 5. Open brainstorm for Old Port Festival i.e. fun new promotional ideas

- Sponsorships are our major focus in 2017
- Casey is hoping to get a car dealer sponsorship that can possibly display a car at each stage location
- We are looking for a parade sponsor that will have a banner at the front of the parade
- We now have fabulous images and a video from OPF 2016 to use in pursuing sponsors
- Casey is hoping to get between \$25,000 and \$50,000 in sponsorship revenue
- Casey will negotiate a contract with Townsquare Media in 2017 because the One City Center footprint is included in the festival zone and patrolled by PPD

Minute 6. Other business

- Portland Downtown will be the February 14th Green Drinks event beneficiary. Green Drinks is a great demographic to get the word out to about what Portland Downtown does. We are hoping to use the mezzanine at the Time and Temperature building.

Alen adjourned the meeting at 9:40.

Respectfully submitted,
Taffy Eaton, Recorder.