



Marketing Committee Meeting Agenda
Tuesday, July 12, 2016 Meeting time: 8:30 am
Portland Downtown, 549 Congress St

1. Review & approve June 14, 2016 meeting minutes
2. Quick recap of Summer Kickoff Weekend
 - a. Walk the Working Waterfront
 - b. Shop for a Cause Day
 - c. Old Port Festival – photo slideshow + video
3. Tour of website updates (Adam)
 - a. Programs
 - b. Committees
 - c. Volunteer Opportunities
4. Social media update (Adam)
5. Review committee goals



DRAFT

Marketing Committee Meeting Minutes

June 14, 2016
8:30 AM.

Portland Downtown
549 Congress Street, Portland, Maine

Present:
Robyn Violette
Alen Saric
Susan Driscoll
Jean Berg

Absent:
Robin Woodcock
Jeff Packard
Gerard Kiladjian

Staff:
Adam MacDonald
Taffy Eaton

Minute 1. Alen called the meeting to order and welcomed all present.

Minute 2. A motion was made and seconded to accept the May 10th meeting minutes. The vote was unanimous.

Minute 3. Summer Kickoff Weekend Marketing review and 2017 ideas – Adam

- 3 weekend events –
 - Waiting to hear from John Spritz re Walk the Working Waterfront attendance
 - Shop for a Cause – waiting for checks
 - Old Port Festival – media reported about 50,000 in attendance
- New this year:
 - Advertised alternate modes of transportation: bike valet in Monument Square and free METRO rides helped greatly. METRO said the average Sunday ridership is 1,300 and had 2,729 on Sunday.
 - Hired photographer and videographer which will result in great photos for sponsorship sales
- Ideas for future:
 - Include a description of the kind of music each band plays
 - Need to meet with radio stations to fine tune the relationship
 - Include FFAW and Congress Square Park events too?
 - Bring Walk the Working Waterfront into Portland Downtown's events?
 - Possibly have METRO run a shuttle from a parking lot on Commercial St?
- This year was about changing the language from Old Port Festival weekend to Summer Kickoff Weekend
- OPF is a trending topic on Facebook which Adam thinks is a regional thing
- Instagram captures Old Port Festival very well
- Had about 20 fewer vendors and the pedestrian traffic flow was better this year

- Adam enjoyed the “pop-up” feeling of various performances
- Would like to get stats from retailers of how their business was during OPF

Minute 4. International Downtown Association (IDA) Awards submission: **Portland Downtown: Revamped & Revitalized**

- Adam reviewed the document and played the slideshow – recap of our brand launch

Minute 5. Brainstorm communication campaigns for the new fiscal year - Adam

- We want to highlight our programs. Events are “loud” while programs are quieter. We need to tell the whole story of Portland Downtown.
 - Profile Stars of Downtown: a Public Works member (What happens overnight downtown) and other, Chuck Fagone, cadet interviews. Amy is collecting a log of Cadets activities.
 - Hold a contest for the merchants – send in a picture of yourself with a cadet and win a prize...introduce yourself to a cadet. Would help with the cadet sponsorship sales.
 - Bolster volunteer involvement – assign specific jobs. Find a volunteer coordinator (maybe through Score). Deliver promo goods, help in office, one-time event volunteering, etc.

Alen adjourned the meeting at 9:35.

Respectfully submitted,
Taffy Eaton, Recorder.