Marketing Committee Meeting Agenda

Tuesday, August 9, 2016 Meeting time: 8:30 am
Portland Downtown, 549 Congress St

1. Review & approve July 12, 2016 meeting minutes

2. Adam to present high level goals of new Marketing & Communications Plan. As a team, we will brainstorm strategies to meet these goals.

    a. Showcase downtown businesses and points of interest
    b. Educate general public about our "behind-the-scenes" programs and initiatives
    c. Increase participation in and engagement with our committees
    d. Create Annual Report
    e. Sell Portland Downtown "merch" (in office and online)

3. Discuss consolidation of Marketing and Events Committees.

4. Other business

DRAFT

Marketing Committee Meeting Minutes

July 12, 2016
8:30 AM.

Portland Downtown
549 Congress Street, Portland, Maine

Present:	Absent:	Staff:
Susan Driscoll	Robyn Violette	Adam MacDonald
Jeff Packard	Robin Woodcock	Taffy Eaton
	Alen Saric	
	Gerard Kiladjian	
	Jean Berg	

Minute 1. Jeff called the meeting to order.

Minute 2. Susan made a motion to accept the June 14th meeting minutes. Jeff seconded the motion. The vote was unanimous.
Jeff would be interested in digging deeper into the Instagram statistics and determining what the most widely used hashtag is. #oldportfest seems to have the largest numbers.

Minute 3. Summer Kickoff Weekend recap– Adam

a) Walk the Working Waterfront attendance was estimated at 1,000. Visitors and locals attended.
b) Shop for a Cause: had 20 participating retailers for the first Summer Edition. We have collected $3,100 for Portland Trails to date, with a few checks outstanding. We will do a press release shortly.
c) Old Port Festival:
    - Adam showed the video. Jeff suggested asking Fillip K to produce a 20 to 30 second video for other uses. Fox and WGME are interested in partnering with Portland Downtown. Jeff suggested perhaps finding out about property owners who might be leasing around OPF time in 2017 and have them use the video in their marketing material.
    - Adam also showed Sarah Beard Buckley's photos
    - There is some discussion involving limiting vendors to those from Maine only

Adam is looking forward to using the media products for future sponsorship opportunities.

Minute 4. Website tour –

a) Adam showed the new Programs tab. The intent is to let people known that Portland Downtown is active in areas other than events. Programs included Cadets, Clean & Safe, Banners, Winter

Lights, Park & Work, Downtown Ambassadors and the Directory. Susan thanked Adam for completing one of the committee goals.

b) About Us tab has staff and Board – Jeff suggested adding the Board members' sector representation, their term and a way to contact Board members.
c) Committees – overview of each. People can sign up for committee involvement there (it's linked to Constant Contact).
d) Volunteering – description of opportunities, benefits and Adam will add an online volunteer application

Minute 5. Social Media update – Adam circulated his summary sheet (I will attach it to the final minutes for circulation to the committee). Photos and videos are very popular. This information helps Adam decide what posts people like and what the best type of posts are.

- Adam will look into the physical location of our followers

Minute 6. Review of Committee Goals will be postponed to the August meeting.

Jeff adjourned the meeting at 9:35.

Respectfully submitted,
Taffy Eaton, Recorder.