



*****DRAFT*****

Marketing and Events Committee Meeting Minutes

Thursday March 1, 2018 3:30 – 4:30pm

Portland Downtown, 549 Congress St

Board members: Robyn Violette

Others present: Russell Butts, Dustin Kelly, Susan Driscoll, John Spritz

Staff: Casey Gilbert, Adam MacDonald, Taffy Eaton

Minute 1. Robyn opened the meeting by welcoming everyone present and asking for introductions. Susan Driscoll made a motion to approve the February 1, 2018 meeting minutes, Russ seconded the motion and the vote was unanimous. Discussion: add Susan Driscoll to those present at the February 1st meeting.

Minute 2. Downtown Worker Appreciation Day (DWAD), Thursday May 3rd: Adam

This event is a well-oiled machine with our partner Portland Buy Local! Booths are set up at Portland Museum of Art, Monument Square and Tommy's Park from 7:30 – 9:00AM. Free coffee, snacks, flowers, swag and coupon booklets are offered to downtown workers.

- Overview and recap of last year's event:
 - Coffee by Design handled coffee at PMA and Monument Square
- Changes/additions for 2018:
 - Need to supervise the distribution of swag and food
 - We will add a similar event for restaurant workers from 2-4PM at the PD office
 - We need volunteers in both the morning and afternoon
 - There will be no bags this year. Baskets of sponsor swag and coupon books will be available, monitored by volunteers.
 - We will have new swag featuring the new DWAD logo
- Update on event partners/sponsors:
 - Portland Buy Local organizes the coffee and snacks
 - Casey distributed sponsorship information to those present
 - Sponsors can bring bags to locations if they choose but we will not be stuffing bags

Minute 3. Summer Kickoff Weekend (June 8-10)

- Square Hop: Longfellow Square, Congress Square, Monument Square, Post Office Park. Each square attracted great crowds in 2017.
 - Maine Academy of Modern Music has registered as entertainment for one location
 - Discussion: This committee thinks we should keep 2 acts from last year and get 2 new ones. Some suggestions were:
 - Improv group
 - Circus Maine - a mime or juggler

- Some type of dance – street dancing, belly dancing or other
 - Maine Fencing Academy
 - Dog acrobatics
 - Non-traditional events
- Walk the Working Waterfront: John Spritz and Growing Portland started the event several years ago. PD helps promote it on our website and Facebook. John said that the anchor businesses have already signed on for 2018. Maine Coastal Programming is a sponsor and the Portland Regional Chamber is the fiduciary sponsor. New businesses will be added, and John is always looking for sponsors and volunteers. Let John know if you have suggestions for water related, maritime or seafood-oriented businesses. Summer Kickoff Weekend is the same weekend as the Atlantic Cup and the Town of Falmouth's 300th anniversary.
- Old Port Festival - update on vendor registration:
 - Sally will contact the State for food truck licensees
 - Portland Downtown has offered merchants within the festival footprint a booth for free in 2018
 - The artist and crafters fee has been raised to \$150.00 from \$100.00 with no complaints. 50 artists and crafters have registered so far.
 - Some legacy vendors are resisting PD placement of vendors – grandfathering is no longer allowed
 - The carnival rides have been cancelled and we hope to have a Touch-A-Truck event
 - Signage will be added, "Maine Artists", "Maine Food"
 - Casey is hoping to get sponsorships to mitigate the possible loss on the larger vendors who decide not to participate
- Summer Shop for A Cause: Saturday June 9th – the non-profit recipient nomination process will be online March 5th through March 26th. All nominees will be presented at the April 5th Merchant Meeting. The merchants will choose the top 3, then online voting for the summer recipient will take place. Adam will add a disclaimer to the nomination form that the recipient cannot have been a recipient in the past 5 years, must be a 501(c)3 and must have an impact on downtown.
- How do we amplify the "more local" message? There is potential for the media to help spread the word of the new direction of the event, more Maine centric. Casey will bring the question to the OPF Ad hoc committee for discussion.

Casey adjourned the meeting at 4:25.

Respectfully submitted,
Taffy Eaton, Recorder.