



Marketing and Events Committee Meeting Minutes

Tuesday October 10, 2017 9:00 – 10:00am

Portland Downtown, 549 Congress St

Board members: Robyn Violette, Erik Urbanek

Others present: Joyce Mongeau, Susan Driscoll, Emily Southard, Dawn Tully

Staff: Casey Gilbert, Adam MacDonald, Taffy Eaton

Minute 1. Robyn Violette opened the meeting by welcoming everyone present and asking for introductions. A motion to approve the September 12, 2017 meeting minutes was made by Susan Driscoll, Joyce Mongeau seconded the motion and the minutes were unanimously approved. Discussion:

- Merry Madness wine:
 - Robyn Violette offered to procure wine again for Merry Madness 2017. Russell Butts and Mike Erickson both have connections with MJ's Wine Bar and Robyn suggested that they might be approached to donate 5 cases or so.
 - Casey has a meeting with Cellardoor Winery this week about possible wine donation
 - Robyn suggested we get more red wine because we ran out last year
 - Make sure the bottles are screw top

Minute 2. Tree Lighting update: Adam MacDonald –

- We have received 16 submissions – Jeff Tarling will visit each one
- Casey thanked Adam for streamlining the donation process with an online form
- The owners of the winning tree will receive a free night at Holiday Inn by the Bay, Merry Madness tickets and admission to the VIP section at the Tree Lighting.

Minute 3. 2017 Merry Madness promotional plan – Adam MacDonald distributed his promotional schedule (attached):

- Early bird ticket promotion for 2 weeks - \$15:00 tickets from 10/16 – 11/1. Then the price will go up to \$20.00. Day-of ticket price is \$20.00 also.
- Adam reported that more than ½ of the tickets were sold the week before the event. Erik Urbanek asked whether there was a final push - it happened on its own. Erik asked whether we are turning many people away at the door. A few, not too many. Capping attendance at 1,200 works well.
- Income from this event is used to expand Portland Downtown programs and services. We can grow sponsorship revenue and look at expenses in order to increase revenue. \$1.00 of each ticket sold is donated to the Portland Press Herald Toy Fund.
- There are a few Portland Downtown events that we do not profit from – Downtown Worker Appreciation Day and Shop for A Cause Day
- Bag stuffing has not been scheduled yet – it will likely be 11/30 & 12/1
- We promote Creative Portland's 12/1 First Friday Art Walk on the Light Up Your Holidays counter cards. Emily added that 12/1 is also World Aids Day.

- Adam is currently doing outreach for snacks for the snack bags. Sunsweet said no this year. We are hoping for 1,200 pieces from 6-8 vendors. Fork Food Lab was a suggestion – we hope to showcase local businesses. Red Bar, Portland Fruit & Nut - savory & sweet is a good mix.
- New for holiday events: There will be a pull-out section (like the OPF insert) in the Portland Press Herald Thursday M Magazine section the week before the tree lighting. It will allow room for sponsor listing.
- Casey suggested committee involvement on day-of events. There are lots of jobs to do!
- Sally Newhall is the event manager again
- Sarah Beard Buckley will be hired as the photographer for Merry Madness. Maine Magazine also sends a photographer.
- Adam asked about having a Team Spirit award. Casey suggested teams submit #'s and a photo.
- The merchants are currently voting on the Shop for A Cause Day beneficiary. Voting ends on Friday.
- The form to register for holiday events will be sent to merchants next week

Minute 4. Current needs for holiday events including sponsorships: Casey and Adam

- There are 2 new sponsorships for the 2017 holidays - Shop for A Cause Day and Elfternoon Lunchtime Shopping, both at \$2,500.
- The Elfternoon Lunchtime Shopping sponsor could maybe do a kick-off party on the first Wednesday
- Hood and Hyatt are retuning sponsors
- Dawn suggested AMEC Wheeler for a sponsorship – Casey will contact them
- AARP is a Merry Madness sponsor and is throwing their own party on 12/7 at the Custom House. They will be a stop on the map.
- Emily mentioned that Creative Portland is thinking of being an Elfternoon Lunchtime Shopping stop, as is Maine Historical Society according to Joyce.

Minute 5. Other business:

- November 14th is the next meeting
- Joyce asked about creative partnerships. Maine Historical Society will be adding creative lighting to the Longfellow House which will add great visual appeal. Joyce asked whether the carriage route on First Friday Art Walk and holiday weekends could pass MHS. Casey will talk to Jim Gray about it.
- New meeting day and time discussion: Robyn
 - Wednesdays and Thursdays are better for Robyn. The first Wednesday at 9:00, the first Thursday at 3:30 or 4:00 were all discussed. Casey will send a Doodle Poll out today.
- Joyce offered information on 2 upcoming MHS events
- Adam and Casey suggested MJ's Wine Bar and Red Thread in One City Center might be a good venue for Merry Madness 2018
- Adam let the group know that Portland Downtown staff is writing event manuals for each event

Casey adjourned the meeting at 10:00.

Respectfully submitted,
Taffy Eaton, Recorder.