



Marketing and Events Committee Meeting Minutes

Thursday November 2, 2017 3:30 – 4:30pm

Portland Downtown, 549 Congress St

Board members: Robyn Violette, Erik Urbanek, Matt Veith, Mike Erickson

Others present: Joyce Mongeau, Sally Newhall, Emily Southard, Dawn Tully, Russell Butts

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 October 10, 2017 meeting minutes was made by Sally Newhall, seconded by Dawn Tully and unanimously approved.

Minute 2. Merry Madness update and discussion: Adam

- a. Ticket sales: we sold 560 early bird tickets at \$15.00. The ticket price is \$20.00 now. We may hold only 100 for day-of sales. Adam will communicate through social media and email that there will be only 100 available at the kick-off event. The price will remain \$20.00 at door.
- b. Advertising: Adam has advertising lined up to promote all the Light up Your Holidays events and to attract attendees for Merry Madness. Committee members can help build event attendance by spreading the word to your contacts. Once the Facebook pages are set up, Adam will send the link to committee members to share.
- c. Sponsors: Exclusive Hotel sponsor: Hyatt, offering 30 rooms at a special rate; exclusive Real Estate sponsor: SVN The Urbanek Group; Exclusive Bank sponsor: Machias Savings Bank; Exclusive Retail Clothing sponsor: Ramblers Way. We offer industry exclusivity for each event and Adam can send the packet to you. All sponsors get special recognition on social media. Adam created a hardcover book in 2016 as a thank you gift for all sponsors.
- d. Participating businesses: Light up Your Holidays – 90 total businesses, 19 are new businesses downtown or haven't participated in several years. Merry Madness – 60 participating stores/businesses.
- e. Entertainment: Viva will perform inside Portland House of Music and the Nightcaps Jazz Quartet will perform under the tent
- f. Wine: Robyn is working with her distributors on securing 21 cases of screw-top wine
- g. Snacks: We are looking for locally based snacks if possible. We have 1,200 individually wrapped pieces of cheese from Cabot Cheese and are hoping for additional snacks from Stonewall Kitchen, Lays, Redd Bar, various chocolate manufacturers and Humpty Dumpty. We will purchase from Sam's Club to have a total of 6 snacks in each bag if necessary.
- h. Glassware and shopping bag: Stemless wine glasses with a green Merry Madness logo have been ordered. We are also ordering beer steins. Portland Downtown will reimburse PHoM for the beer. Vena's Fizz House will offer a complimentary mocktail.
- i. Raffle prizes: We are looking for 10 raffle prizes. All registrants will be automatically entered into the raffle, which will be drawn on December 8th. We have a few prizes already.
- j. Volunteers: please arrive at Portland House of Music at 2:00 on December 7th

Minute 3. Shop for A Cause Day updates & discussion:

- a. Beneficiary: Amistad
- b. Presenting sponsor: Machias Savings Bank
 - Shoppers can get a Machias Savings Bank reusable shopping bag, a Shop for A Cause participating stores location map and speak to an Amistad representative at the Machias Middle Street location from 10am to Noon on SFAC Saturday.
- c. Participating businesses: There are 45 participating stores
- d. Entertainment: Portland Community Chorus will visit businesses
- e. How to create more buzz:
 - We will offer hotels Shop for A Cause Day information so they can tell their guests about the event
 - Twitter can create real-time buzz
 - Stickers are provided to shoppers at participating locations on the day-of the event, which act as a “badge of honor”
 - Instagram and Snapchat event filters

Minute 4. Quick updates

- a. Tree Lighting:
 - a. Maine Academy of Modern Music (MAMM)/Townsquare Media can start performing on the roof/patio at One City Center after the Tree Lighting, if they are able to organize accordingly
 - b. Volunteers will report to Monument Square at 4:30 and help manage the VIP area for sponsors and hand out Light up Your Holidays information cards throughout the crowd
 - c. Portland Symphony Orchestra (PSO) will perform prior to Rick Charette
 - d. Perhaps PSO and MAMM will be sources of future entertainment for the Tree Lighting
- b. Elfternoon Lunchtime Shopping: the numbers of participating retailers are growing. We are offering a presenting sponsorship and an option to host a kick-off party on November 29th.
- c. Window Display Contest: there are over 50 participants and there will be a social media contest, a judges’ panel, and prizes.
- d. Horse and wagon rides: free on Friday, Saturday and Sunday afternoons beginning on Friday November 24th

Minute 5. Other business:

- Portland Downtown funds Pandora’s winter lights displays along Congress Street and in Longfellow Square, Tommy’s Park and Boothby Square. Joyce encourages us to promote this because they are works of art and are well-known.
- Are there Elfternoon metrics available? Do we know the typical amount of foot traffic? Adam responded that non-ticketed events are difficult to track. At Merry Madness, it depends on location, what they’re serving and what shoppers want. Locations that participate year after year are an indicator of success.
- Joyce and Emily encourage everyone to attend First Friday Art Walk this week. Maine Historical Society and Creative Portland both have openings that night.
- Merry Madness snack bag stuffing will possibly be Monday December 4th
- This committee will not meet again before Merry Madness –

Robyn adjourned the meeting at 4:35.

Respectfully submitted,
Taffy Eaton, Recorder.