



Marketing and Events Committee Meeting Minutes

Thursday April 5, 2018 3:30 – 4:30pm

Portland Downtown, 549 Congress St

Board members: Robyn Violette, Erik Urbanek

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

Staff: Casey Gilbert, Adam MacDonald, Taffy Eaton

Minute 1. Robyn opened the meeting by welcoming everyone present and asking for introductions. Dawn Tully made a motion to approve the March 1, 2018 meeting minutes, Susan Driscoll seconded the motion and the vote was unanimous.

Minute 2. Downtown directory update: Casey

- We print 162,000 directories annually. Directory distribution takes place through several channels in April and throughout the year, but we were left with about 50,000 directories this year. Casey contracted with the Portland Press Herald (PPH) to have them inserted in a Friday paper. An additional 16,000 will be distributed in a mid-coast edition. We have received positive feedback from PPH subscribers who received the directory.
- We look at the numbers each year to make sure the print map and directory continues to be cost effective and relevant. There may need to be some changes in future.
- Dawn suggested Chamber of Commerce's in the area may like to receive copies of the directories as well
- We are waiting for delivery of the 2018-2019 directory now

Minute 3. Portland Downtown Annual Report: A Sneak Peak – Adam and Casey decided it was time to showcase Portland Downtown in an Annual Report and Adam circulated his draft to much praise from committee members. The report will be revealed at the Property Owners meeting on April 12th. This is a good snapshot of Portland Downtown.

Minute 4. Downtown Worker Appreciation Day (DWAD) May 3rd updates and conversation: Adam

- Sponsorships:
 - \$1,000 each from Benchmark Real Estate & MEMIC
 - \$500 each from Diversified Communications (Flower sponsor), JB Brown and MaineHealth
- There will be no “goodie bags” this year but there will be some free swag at each location, coffee, snacks and the coupon booklet
- Entertainment from Maine Academy of Modern Music will take place at each location
- Blain Tully can still provide circus students if PD wants them. Casey will let Nance Parker know circus students could be available for the OPF parade.
- Adam will send out a volunteer sign-up email for DWAD
- We are offering an afternoon event in the PD office to accommodate restaurant employees

Minute 5. Summer Kickoff Weekend updates and conversation

- There will not be a ferris wheel this year. Steve DiMillo has decided not to continue providing the parking lot for this purpose. He has for many years and Portland Downtown will send him a thank you note.
- Square Hop: Friday June 8th, 6 – 8PM: we have entertainment guaranteed for all locations
 - Longfellow Square – Port Fringe
 - Congress Square Park – Maine Academy of Modern Music
 - Monument Square – Casco Bay Movers
 - Post Office Park – Maine Marimba Ensemble
 - Affordable sponsorships are available
- Walk the Working Waterfront: Saturday June 9th, 11:00AM – 3:00PM. John informed the committee that there are a few new, interesting events this year and all events are free. Let John know if you have any ideas for new participants. They will finalize the map in early May.
 - They always need volunteers, especially during set-up (10:00 – 11:00AM) and breakdown (3:00 – 4:00PM). Adam will send out an email for volunteers to sign up for weekend events.
- Old Port Festival: Sunday June 10th. Update on vendor registration:
 - Many first-time businesses are registering due to the free booth for brick & mortar businesses within the event footprint
 - 5 Food trucks have registered as a result of the mailing Adam sent
 - Touch-A-Truck area is new
 - The rock climbing wall will return
 - The kids stage in Post Office Park is being scheduled by Sally Newhall, Event Manager
- Summer Shop for A Cause: Saturday June 9th. The merchants voted today and the Frannie Peabody Center was chosen as the beneficiary.

Minute 6: Other business

- This committee will meet bi-weekly beginning in May
- Maine Historical Society:
 - Beer in the Garden on April 20th
 - Magical History Tour on Saturday May 12th. Joyce can provide posters.
- Joyce commented that information she gathered at the Governor's Conference on Tourism affirmed that PD is executing their marketing and events well.
- First Friday Art Walk – Creative Portland is hosting a Running with Scissors Pop Up Shop, there are a few new places participating and the event is starting to spread out across the peninsula. Use #portlandartwalk for now or preferably tag Creative Portland or First Friday Art Walk pages. METRO is offering free rides after 4PM.
- PD will have walking tour brochures available next month. Casey thanked Maine Historical Society for fact-checking. The brochures will be digital, and PD will share them with our partners.
- The Volunteer, Sponsor, and Board Appreciation event is Thursday April 26th 5:30 – 7PM at the Custom House

The meeting was adjourned at 4:35.

Respectfully submitted,
Taffy Eaton, Recorder.