



Marketing and Events Committee Meeting Minutes

Tuesday May 1, 2018 3:30 – 4:30pm
Portland Downtown, 549 Congress St

Board members: Erik Urbanek

Others present: Russell Butts, Dawn Tully, Alison Paton, Susan Driscoll, Emily Southard

Staff: Casey Gilbert, Adam MacDonald, Taffy Eaton

Minute 1. Erik opened the meeting by welcoming everyone present and asking for introductions. A motion was made and seconded to accept the April 5th meeting minutes. The vote was unanimous.

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

- Adam reviewed his event overview handout (attached)

Minute 3. Summer Kickoff Weekend updates: Adam

- Square Hop: Friday June 8th, 6 – 8PM
 - The event features free outdoor shows in 4 parks and squares
 - 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: Norway Savings Bank is sponsoring Post Office Park
 - Contingency weather plan could be Saturday
- Walk the Working Waterfront: Saturday June 9th, 11:00AM – 3:00PM. Partners have been lined up.
 - John Spritz needs volunteers, especially during set-up (10:00AM – 11:00AM) and breakdown (3:00PM – 4:00PM). Adam will send out an email for volunteers to sign up for weekend events.
- Summer Shop for A Cause: Saturday June 9th. Frannie Peabody Center is the beneficiary.
- Old Port Festival: Sunday June 10th, 11:00AM – 5:00PM
 - We are encouraging all businesses within the event footprint will participate with a free booth.
 - Six or seven food trucks have registered as a result of the mailing Adam sent. The increase in local food trucks will hopefully be noticeable to attendees.
 - Erik described the merchant and attendee surveys PD sent and the results the ad hoc committee considered in their recommendations to the Board. PD is still dependent on the revenue at this time.
 - Temple Street and Custom House Garages will be \$10 for all day parking, 9AM – 4:30PM

Minute 4. Share Time – What's going on at your organization?

- Creative Portland – Almost Black and White show: open 10AM – 4PM Monday through Friday

- Portland Downtown – Dustin Kelly, a senior at USM, is doing his Service Learning project with Portland Downtown. He is assisting Adam in marketing/communications, with a focus on enhancing our Instagram channel.

Minute 5: Other business

- Portland Downtown hosted its annual Volunteer & Sponsor Appreciation Party at the Custom House on April 26th. Guests – including Board members, committee members, and event & office volunteers – were recognized for their contributions.

Next meeting: Thursday May 17th

We will have the walking tour brochures to review!

The meeting was adjourned at 4:35.

Respectfully submitted,
Taffy Eaton, Recorder.