



Marketing and Events Committee Meeting Minutes

Thursday July 12, 2018 3:30 – 4:30pm

Portland Downtown, 549 Congress St

Board members: Erik Urbanek

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

Staff: Adam MacDonald, Taffy Eaton

Minute 1. Erik opened the meeting by welcoming everyone present and asking for introductions. Joyce Mongeau made a motion to accept the May 17th meeting minutes. Dawn Tully seconded the motion and the vote was unanimous.

Minute 2. Recap/wrap-up of Summer Kickoff Weekend

- Square Hop –
 - Susan said Norway Savings Bank had a wonderful experience sponsoring Maine Marimba Ensemble in Post Office Park. The band mentioned Norway Savings Bank's sponsorship every 30 minutes.
 - Joyce said her daughter danced with Casco Bay Movers. They invited members of the audience to join them at the end and then turned their attention to the dance families sitting at David's.
- Shop for A Cause – sponsor Camden National Bank set up in Post Office Park and distributed \$10 gift cards to participating retailers. Donations to Frannie Peabody Center total approximately \$3,500 with a few still outstanding.
- Walk the Working Waterfront – John reported that despite slightly smaller crowds, the event was successful. All participating businesses and visitors were happy, and the volunteers were very helpful.
 - John has sent press releases to Boston newspapers but thinks the event will consistently attract about 1,000 people. The current size seems to be manageable for the participating businesses.
 - Hearing local residents say that they have never been down the piers before is the intent of the event
- Old Port Festival – Adam said we accomplished the changes the OPF Ad hoc Committee recommended. Touch-A-Truck was successful and replaced the carnival rides and games nicely.
 - Participating merchants were very happy. There was a 45% increase in merchant participation from 2017.
 - Portland Downtown had control over vendor placement
 - Joyce added:
 - She felt the difference in the general quality of the event and felt it was a pleasant experience for young families
 - Joyce recommends extending the Touch-A-Truck hours. She heard from some families that they missed it because it ended at 2PM. Adam explained that a few vehicles cancelled at the last moment. Joyce hopes to see other modes of transportation represented.
 - It would be helpful to have a list of vendor locations at the kiosk and PD table. Adam said he will look into whether that's possible for 2019.
 - Susan commented that with Casey pacing the parade, it seemed like it lasted a lot longer
 - Adam highlighted survey results:

- Vendor satisfaction was high: better than previous years, nearly all will participate next year, pre-event communication was good, well organized, happy with booth placement, need more clarity surrounding breakdown, would like more assistance with set-up
- PD anticipated the reduced vendor fee revenue
- The OPF Ad hoc committee will continue to fine tune the event

Minute 3. Committee goals discussion.

1. The Light up Your Holidays events are good and have loyal sponsors. Gorham Savings Bank has already signed up as Tree Lighting sponsor
2. Merry Madness lost revenue and costs need to be cut. PD staff is considering an indoor venue for the kickoff event which would mean we can avoid the cost of a tent and other associated costs.
3. Managing events

Minute 4. Meeting day and time? The 4th Thursday at 9:30am was discussed. This change will be confirmed once the new Chair and Co-chair are in place. Erik reminded everyone present that it will take a couple of months to vet out Board member committee assignments.

Next meeting: Thursday August 23rd at 9:30AM

Erik adjourned the meeting at 4:30.

Respectfully submitted,
Taffy Eaton, Recorder.