



Old Port Festival Ad Hoc Committee meeting minutes

Tuesday July 24, 2018 2:30 – 3:30pm
549 Congress St.

Board members present: Erik Urbanek, Trish McLellan

Staff present: Casey Gilbert, Adam MacDonald, Taffy Eaton

Minute 1. Erik opened the meeting and welcomed all present. Trish McLellan made a motion to approve the May 1st minutes. Erik seconded the motion and the vote was unanimous.

Minute 2. Review of OPF 2018:

- Participant surveys: Adam reviewed the 2 surveys, which were sent to OPF vendors via email: one to vendors with downtown businesses and one to all other vendors
 1. Downtown business vendors
 - The comments were generally very positive
 - Casey commented that positive survey responses from downtown businesses make the thought of a 2019 festival more exciting
 2. All other vendors:
 - The comments were generally very positive
- All team wrap-up meeting minutes: Public Works, PPD, PFD, Portland Radio Group, and security all felt that everything went well. Comments:
 - Improved communication to the vendors and to on-site staff and volunteers about breakdown will be beneficial
 - The additional emergency no parking signs helped – only towed 5 cars
 - PPD will begin using vehicles at some of the footprint perimeters to prevent automobile/pedestrian collisions
 - The North Point was asked to reconfigure their outdoor seating to allow emergency vehicles to pass through
 - Pat's Pizza and Petite Jacqueline did not register for the event, so they were asked to stop vending food outside of their locations. Sally will follow-up so that they know how to register for next year's event.
 - The Parks & Recreation department is considering partnering with Portland Downtown to program Lincoln Park with kid's activities
 - Perhaps Ripple Effect and Brick & Beam might be interested in participating in the children's area or Lincoln Park
 - The Owl's Head Transportation Museum had a staffing issue and a couple of trucks backed out at the last minute, which reduced the size and scope of the Touch-A-Truck area. Advanced planning will improve this aspect of the event for 2019.
- PD Staff feedback: While there are very few vendors that misrepresent their product, staff will be more mindful of jurying vendors and will add verbiage about PD having the right to ask a vendor to leave if they misrepresent their product. Adam said the application can request vendors upload a photo to Eventbrite.
- Income and expenses: Casey distributed a financial review summary.
 - The auto and parade sponsorships remained empty. It could be that sponsorships will be easier to find now that the event has a more positive reputation. Trish suggested finding a corporate sponsor.

- Following some last minute cancellations, we paid Music Together \$150.00 to fill empty slots in the kids area
- Casey reviewed the in-kind hours estimates provided by Police, Fire, and Public Works – as well as staff hours.

Minute 3. Suggestions for OPF 2019

- Casey will ask Nance Parker to exclude the cigarette smoking Shoestring Theatre puppet
- Touch-A-Truck, increasing kids activities, jurying for quality control
- Add an area to sit in Lincoln Park? (ie. tables and chairs to eat at)
- Casey pointed out a reduction in vendor revenues in the FY19 budget to \$47,000 and \$2,500 in sponsorships
- Adam added that there are things staff can do to minimize excessive pre-event vendor communication, such as drafting a FAQ document.

Minute 4. Discussion about Ad-hoc committee: Casey said that this committee had short and long-term goals. Trish reviewed the OPF Ad hoc recommendations and long-term goals. Erik suggested that if we keep the committee, it should be to discuss where can we save money. Discussion:

- According to the vendor survey results, we have reached the limit that artists are willing to pay
- Local food trucks have limited capacity but some of the large food vendors are based in Maine, so we still have to have some larger vendors.
- A balance of vendors works well
- Erik added that we need to continue to reflect the local culture. Adam said Exchange St was filled with downtown businesses so local flavor was evident.
- Trish commented that Boothby Square was very crowded due to the WCLZ stage, their sponsor tents and vendor booths

Casey believes that the OPF Ad hoc committee was a success and has fulfilled its original mission. Conversations can continue at the Marketing & Events Committee. She feels optimistic and excited about OPF 2019. A sense of hope has been restored.

Respectfully submitted,
Taffy Eaton, recorder