



Marketing and Events Committee Meeting Minutes

July 25, 2019 9:30 – 10:30am
Portland Downtown, 549 Congress St

Committee members present: David Davis, Dawn Homa, Susan Driscoll

Board members: David Davis, Michael Erickson, Dawn Homa

Guests: Mitchell Crockett

Staff: Adam MacDonald, Casey Gilbert

Minute 1. Welcome and introductions: Dawn Homa opened the meeting, welcomed everyone present and asked for introductions.

Minute 2. Review and approval of May 23, 2019 meeting minutes. Dawn Homa asked everyone to review the minutes. There was no discussion, but the minutes were acknowledged by those present.

Minute 3. "Portland's tiniest parklet": A look at our all-time most popular social media post – Adam MacDonald
Adam talked about the social media frenzy around the post about the parklet (a small patch of grass on a brick sidewalk on Oak Street), which received thousands of views and hundreds of comments and shares. He distributed a handout for the attendees to follow along with during the presentation.

Minute 4. Multimodal Transportation Marketing Campaign update

- Casey provided the history and overview of the Multi-modal Transportation Marketing campaign. Portland Downtown worked in partnership with the city and other transit partners to develop the campaign with Warp & Weft, a marketing agency from Auburn, ME. Adam will be working with the campaign partners and other stakeholders to develop a campaign launch event for September and a marketing plan to amplify the messaging.
- Committee members and guests brainstormed other organizations that would be helpful to have involved with the campaign roll-out, including Casco Bay Lines, Visit Portland, Chamber of Commerce, local pedicab companies, etc.

Minute 5. Group Brainstorm: Reimagining the Monument Square Tree Lighting –

- Adam showed the committee members and attendees a slideshow that provided a recap of what the Tree Lighting has looked like over the past several years. With the retirement of Rick Charrette, we are having to explore other options for how the event is structured, which provides us with plenty of opportunities to make it a more interactive event.
- Michael Erickson inquired as to why there would not be a street closure this year. Casey explained that, based on the proposed changes, the street closure would be quite a bit shorter – potentially 30-60 minutes versus 6-8 hours in the past.
- Adam distributed the draft schematic for the proposed re-envisioned event and asked for feedback. Some of the items discussed: sponsor outreach and retention, timing and length of event, predicting crowd size, etc.
- The committee and attendees reviewed the list of potential activities and interactive events and opportunities at the event, which included: ice carving, photos with Santa, roaming carolers, a maple taffy station, PPL bookmobile, etc.
- Committee members suggested other vendors and activities: LL Bean Boot, Narrow Gauge Railway/Polar Express, Maine Historical Society, Camden Toboggan, WinterKids, etc.
- Susan Driscoll suggested spreading the vendors down Monument Way.
- Michael Erickson suggested reaching out to Townsquare about utilizing the building or balcony for a stage.
- Mitchell Crockett suggested Solo Italiano and bringing traditional panettone to taste and sell.

- The committee talked about having a custom Portland Downtown ornament for sale at the event so that people could purchase and collect them each year.

Next meeting: Thursday, September 26th

Dawn Homa adjourned the meeting at 10:30am

Respectfully submitted,
Casey Gilbert, Recorder.