



Portland Downtown
Strategic Planning Ad-Hoc Committee Meeting
Tuesday, August 13, 2019, 12:00 — 1:00 pm

Board/Committee Members Present: Megan Doane, Dawn Homa, Sue-Ellen McClain, David Packard, Bob Keegan

Staff Present: Casey Gilbert, Adam MacDonald, Amy Geren

Also present: Liz Hall, consultant

Megan Doane opened the meeting. Minutes from both of the August meetings will be reviewed and approved in September.

12:00 pm Finalize [Master Questionnaire](#)

A. Bring your final suggestions/edits!

- Adam provided an overview of the edits that were made to the lists for questions 9 and 10, which add further clarity and explanation. Sue-Ellen commented that the changes were good. Based on a suggestion by Adam and Casey, Liz will add an additional question in the demographics section that will allow us to distinguish between businesses that do the majority of their business before 5:00pm, versus after 5:00pm.
- A question arose about whether or not gender should be included as a demographic question. The committee generally agreed it is not necessary for the purpose of this survey. However, the age question should remain.
- Specific issues and challenges will be gleaned from question 5. We do not need to have specific questions about topics (ie. parking).

B. Review timeline for survey distribution, focus groups

- The Board of Directors will be emailed the survey link to complete and will be asked to provide any feedback to Dawn about any glaring errors prior to being distributed more widely.
- A raffle prize incentive will be included and respondents will be required to enter their email address in order to qualify for the drawing. Adam will coordinate the purchase of four \$50 gift cards for the Buoy Local program.
- Liz will create different survey collector links so that we can track which responses came from the email prompt and which were a result of a Facebook or Instagram post/call to action.
- The survey will be open to the general public on September 4th and will close October 1st. Adam will use email and social media to distribute. A postcard will also be sent to all the property owners with a link to the survey.

12:25pm Brief Brainstorm: [Internal Interview Questions](#)

- A. What questions do we want to ask internally to help craft the plan?
- To assist brainstorm, please review [Committee meeting notes from May 6](#)
 - Megan Doane read the proposed survey questions. Committee members discussed the questions. Suggestions were made to edit existing questions and new questions were added.
 - The list will be revisited and streamlined at a future meeting.

12:50pm Determine Focus Group Dates

Proposed:

Vibrancy: Thursday, Sept. 26, 1:00-2:30 pm (Megan Doane)

Collaborators: Friday, Sept. 27, 9:00-10:30 am (Dawn Homa)

Clean & Safe: Tues., Oct. 1, 9:00-10:30 am (Sue-Ellen and Bob Keegan)

All times were confirmed as available for the Portland Downtown conference room. Casey will double check with Taffy to ensure she is available for note-taking. Light snacks and refreshments will be provided.

Other business:

- Casey will send a Doodle Poll for September meeting dates.
- Action steps were discussed: survey link creation and distribution, recruiting board members to participate in one-on-one interviews, creating invites for focus groups, refining internal survey questions, sending invites for focus groups, etc.
 - Liz will create a Google Sheets document to track action items, assigning responsibility, and deadlines.
 - Casey will be responsible for initial invites for both focus groups and one-on-one interviews. Committee and Board members who will facilitate the interviews will be copied on the emails. Interviews will be scheduled by the board members conducting the interviews.
 - Training for the interviews will happen immediately following the September 19th Board meeting.