



Marketing and Events Committee Meeting Minutes

September 26, 2019 9:30 – 10:30am

Portland Downtown, 549 Congress St

Committee members present: David Davis, Susan Driscoll

Board members: David Davis

Guests: Shultzie Willows, Alison Payton

Staff: Adam MacDonald, Casey Gilbert, Taffy Eaton

Minute 1. Welcome and introductions: David Davis opened the meeting, welcomed everyone present

Minute 2. Review and approval of July 25, 2019 meeting minutes. Susan Driscoll made a motion to approve the minutes, David Davis seconded the motion.

Minute 3. Drive Less, Do More Launch event update: Adam MacDonald showed pictures of the launch event and described the positive, feel good vibe of the morning. All transit stakeholder and partner organizations present felt the event went very well. The challenge is to keep the momentum going. Banners are up, posters are in METRO bus shelters and Adam will push the Drive Less, Do More message out periodically. The message is multi-modal and meant for the regional commuter. GPCOG is working on trying to get all transit partners to mesh schedules for increased connectivity ease. The Drive Less, Do More website is Drivelessportland.com. Adam showed the 30 second promo video.

- Several of the transit partners would like to coordinate on a similar event in the future. Casey and Adam are considering combining it with another PD event like Downtown Worker Appreciation Day. Perhaps reframe it as Celebrate Downtown Day.
- Adam mentioned the Strategic Planning postcard being sent to all property and business owners to give them an opportunity to partake in the survey. There are separate survey collectors in order to let us know which link the respondent is using (ie. email, social media or postcard). Data collected will indicate which method was most successful in encouraging people to complete the survey.

Minute 4. Group Discussion & Brainstorm for "Light Up Your Holidays" Sponsorships: Adam reviewed the Light up Your Holidays schedule of events – Monument Square Tree Lighting, Friday 11/29; Shop for A Cause Day, Saturday 11/30, Merry Madness, Thursday 12/5, First Friday Art Walk, Friday 12/6 (a Creative Portland event), Elfternoon Lunchtime shopping, Wednesday's 12/4, 12/11 and 12/18, the Window Display Contest, and Horse and Wagon Rides.

- Adam will work with Dora from Made Design Studios to create a Winter Lights display map this year
- Adam showed the 2018 sponsor list and reminded everyone that our sponsorships are industry-exclusive. In 2018, the following sponsors supported LUYH:
 - Tree Lighting – Hood Eggnog, Gorham Savings Bank, MEMIC
 - Shop for A Cause Day - Machias Savings Bank
 - Elfternoon – Androscoggin Bank
 - Horse & Wagon Rides – People's United Bank
 - Merry Madness – Hyatt Place, Machias Savings Bank, AARP Maine, SVN: The Urbanek Group, Maine Spirits, Maine Magazine
 - Window Display Contest – Benchmark Real Estate
- Sponsorship ideas for 2019: Wex, Grove Collective, Shamrock, Covetrus, Amy Alward Allstate Insurance and Chris Doughty State Farm Insurance, Prudential Insurance, Dirigo Collective, Hannaford, LL Bean, Lois Natural Foods, AC

Hotel, Luke's Lobster, businesses in One Monument Square that look at the tree, Portland Glass, Renys, Springers, Maine Mariners, Red Claws

- Adam will circulate the sponsor guide to the committee, along with the list of potential sponsors. Casey encouraged committee members to let us know if they have a connection with any of these companies.

Minute 5. Field Trip to Monument Square to Plan NEW Tree Lighting Event Layout: with Rick Charette's retirement, the event needs to be re-envisioned. Adam mentioned bringing the stage next to the tree (on the square and off Congress Street), offering a variety of experiences: ice sculpting, eggnog tasting, Mr. and Mrs. Claus photo booth, maybe Maine Craft Portland with ornament decorating. What other experiences should we include? PD staff will do outreach in order to incorporate other faith traditions into the event.

The following ideas were provided:

- Portland High School choir
- MAMM (Maine Academy of Modern Music)
- Pipe in holiday music throughout the square – maybe with Townsquare Media
- Youth performers would attract families
- Cookie decorating station (Hannaford)
- Face painting
- Post card decorating to send to troops
- Letters to Santa

Next meeting: Thursday November 7th

Respectfully submitted,
Taffy Eaton, Recorder.