



Portland Downtown Strategic Planning Ad-Hoc Committee Meeting

Friday September 6, 2019, 9:00 - 10:00 am

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

Staff Present: Casey Gilbert, Amy Geren, Taffy Eaton

1. **Welcome, review and approve August meeting minutes:** Megan Doane opened the meeting by welcoming everyone present. The August meeting minutes were reviewed and discussed. Amy suggested consistency in reporting attendance (ie. board, staff, etc). Sue-Ellen McClain made a motion to approve the August 5th and 13th minutes. Dawn Homa seconded the motion and the vote was unanimous.
2. **Updates on survey distribution and focus group RSVP's:** Casey
 - Survey distribution update:
 - The majority of committee members have completed the survey
 - Liz will provide Adam MacDonald collector links so the survey can be distributed. The collector links will differentiate groups of survey takers.
 - Casey suggests sending a postcard reminder about the survey. There are roughly 2,000+ downtown property owners, businesses, and residents that we would like to hear from and using a postcard may get us a better response rate. A link to the online survey would be included on the postcard.
 - We can only collect email addresses of survey participants if they enter the raffle drawing. Otherwise, responses will be anonymous.
 - The survey can stay open into the first week of October if it can be distributed next week
 - We will do an internal survey also, which will focus more on organizational capacity. The survey will be discussed at the next meeting.
 - Focus group update:
 - Casey sent invitation emails to invitees so as not to overload committee members' email boxes
 - Casey is tracking RSVP's in the Google Doc and managing communication for each focus group
 - Casey will send email reminders to people who have not responded but will ensure each group is limited to 16 or fewer participants.
 - Some names overlapped with the one-on-one interviewees list, so we'll have to sort that out
 - Casey will send reminders out to focus group participants 2-3 days prior to the meetings
 - Committee members who are assigned to the focus groups can see who has been invited in one of two ways: (1) viewing the Google calendar invite for their focus group or (2) viewing the google doc tracking RSVPs for each group
 - Liz will facilitate the focus groups
3. **Interview assignments: interview "buddies" and assignment to stakeholders**
 - The plan is for committee members to partner with a Board member for the interviews. The Board members identified for these interviews were chosen because they expressed interest in getting more involved.
 - Casey understands the interview process to be that one interviewer will ask questions while the other interviewer takes notes. that the ideal goal would be to have interviews recorded on a phone.

- Interview training will take place after the Board meeting on September 19th and should last about 30 minutes
- Committee members should reach out to their Board member partner to ask for their commitment. Casey will introduce interviewers to interviewees by email once the training is completed on the 19th. It will then be the responsibility of the committee and board partners to arrange the interview appointments.
- Casey added some other possible interviewee names for discussion. Committee members agreed to add the following people to the invitation list:
 - Vin Veroneau, Glenn Cummings, Nick Mavodones, Pious Ali, Jill Duson, Justin Costa.

Timeline

- Between now and the September 19th board meeting, committee members should confirm their “board buddy”. Ideally, each assigned board member will agree to participate in the 3-5 interviews on their schedule. If a scheduling conflict arises, perhaps Liz could sit in or another committee member could assist.
- Interviews will be conducted between September 23rd and October 11th. There is some flexibility built into the timeline if needed.

4. Action items and assignments

- Collector links will be emailed to Adam
- Surveys will be sent out via email and posted on social media
- PD staff will create and send postcards with survey link (which will be a separate collector)
- Liz will provide the interview training documents and provide the training for board members
- Casey will continue with focus group invitations
- For the one-on-one interviews, committee members will reach out to their board buddy and ask them to commit to the training and 3-5 interviews
- On the original timeline, interview notes should be completed by October 27th.
- Liz will work on a draft plan in November once all of the data has been collected.

Conclusion: committee members are feeling good about the process at this time

Meeting adjourned at 9:40am.