

Minutes from Promotions and Marketing Committee Meeting  
June 2, 2010

7:00 pm, City Hall

Present: Wanda Urie, Cathy McCann, Nikki Sunstrum, Becky Ward, James Espinoza and Patrick Reagan, manager

**Committee Vote** – Wanda Urie is stepping down from being chair of this committee and has asked Nikki Sunstrum if she would be the chairman of P & M. Nikki has agreed so Wanda asked the whole committee to vote. Nikki was unanimously voted in as chair. It will now go to the Main Street Board for final approval.

**2010 Block Party**

1. Final numbers – Patrick had a handout with all the details but the bottom line is that we had a profit of \$1222.30!!!
2. Discussion / Issues- we had a safety issue with the car show that we need to make sure doesn't happen again. We got a complaint from the Black Belt Academy about the performance area being moved at the last minute on them, which we feel is a valid concern. Both of these issues need to be addressed in next year's event.
3. Evaluation- Patrick has created a form for all committee members to fill out and hand in. The MS Board will also be encouraged to fill one out. These forms will be compiled and any concerns will be brought up at the next meeting.

**Downtown Brochure**

1. The brochure has been reviewed for accuracy by Patrick, Wanda and Doug Snitgen and there were copies at the meeting for the committee to review as well. This final copy will go to the MS Board for final approval before being sent to the printer.
2. Costs- we discussed printers again and want Patrick to make sure that Mid-West Business still wants to print. If so, the committee would like them to print up a copy first for review.

**3<sup>rd</sup> Fridays** – First 3<sup>rd</sup> Friday event this year is June 18<sup>th</sup> in downtown Portland. All businesses are encouraged to invite artists to display their work and not wait for the Arts Council to line someone up for them. We will again be doing posters, half-sheet fliers with artists and locations listed and we are using the rest of our radio campaign to promote the 3<sup>rd</sup> Fridays event over the summer. These commercials will all air this month, however.

**Portland Pay Day**-We have 18 businesses signed up and the promotion has started. We have posters done and up, it is on cable access channel and there have been multiple press releases in the paper. We are encouraging businesses to promote it to their customers to build the buzz!

Meeting ended at 8:10 pm.  
Submitted by Wanda Urie