

**Portland Main Street
Promotions & Marketing Committee
December 16, 2009 – Around the Block Quilt Shop**

Meeting called to order at 7:05 p.m.

Present: Wanda Urie, Patrick Reagan, Cathy McCann, Sonya May, Nicole Sunstrom, Rush Clement

A. Holiday Fest

Wanda called for a wrap up of the HolidayFest activities

1. Window Decorating Contest-Decided to continue with changes. Proposed changing the voting back to judges, but keeping them anonymous. Current concern: Those with less traffic did not receive as many votes due to less exposure.
2. Tote Bags-Current concern: Pick up at one business location. Proposed to change pick up location to City Hall.
3. Carriage Rides- Huge Success. Proposed having two carriages next year. Leave cost as is. Bring back Common Gentry and add DaveSchultz(he would charge his own rate), ask for sponsors again next year. Tickets may have been a problem. People purchased and then didn't get back to ride.
4. Business Reports-Current concern: Need to find a way to get more people up and down Bridge Street next year for those businesses. Otherwise, most business saw more people in their locations.
5. Advertising/Promotion-good response, really good exposure. Would like to do more with the website, have more pictures. Black and White tri-fold schedule of events donated for next year by Midwest Business Equipment.
6. Additions for Next Year-Traveling choirs from churches or local youth groups, and Ice Carvers
7. Records- Actual cost/budget comparison report for next meeting, \$65/\$20 gas/mileage for person who handles posters

B. Jeanie-Grand River Expedition

Patrick introduced Jeanie from the Grand River Conservation Group to propose an incorporation of our spring event with the Grand River Expedition.

1. The committee decided against this idea for the spring event because it was taking place too far into the summer.
2. Portland would fall on day 6 of the expedition.
3. Jeanie suggested we try to highlight our 5 bridges and two rivers more.
4. Plan events for the weekend before or evening they arrive.
5. 100 people in the expedition.
6. Camp will be set up at Thompson Field.

C. Downtown Brochure

1. Use the map idea and layout of the Manistee Brochure.
2. Divide brochure into seasons-list event names, a brief description of the event, some pictures, and for dates check website.
3. How often-Freshen up every year? –Suggested that we evaluate the brochure in 10 months, how up to date is it?
4. 11 x 17 – sponsors w/ads available; business card size-\$60-\$100
5. Bring design ideas for brochure to January meeting.
6. Order by February-distribute by March

D. Spring Event

1. A Taste of Portland-suggested doing it inside City Hall. Decided against that option. Ask restaurant owners if they would participate-would need to make it appealing to them.
2. Portland Passport-option to explore, punch cards?
3. Utilize the Boardwalk-“Chalk the Walk” combined with a retail event
4. Loft Apartment Open Houses-combine with retail event?
5. Tour de Portland-bike races, canoe races
6. Mull over-Make a stronger decision in January

E. 2010 Work Plan

1. Repeats-Portland Pay Day-yes, Holiday Fest-yes, Spring Event-yes, Brochure-revision w/ads?, Third Friday Art Walk-yes
2. Radio Campaign-Summer campaign only, down-sized more concentrated

F. Volunteer Hours

1. Sonya – 2
2. Nicole – 4
3. Rush – 6
4. Cathy – 4
5. Wanda – 6

G. Holiday Fest Exposure-Keys to Success

1. Save the Date Postcards
2. 3 week advertising in papers
3. Banners-add more locations?
4. Future-Builders Lumber Sign