

Minutes from Promotions and Marketing Committee Meeting  
July 8, 2009

7:00 pm, Around the Block Quilt Shop

Present: Wanda Urie, Kathy McCann, Rush Clement, Patrick Reagan, manager

Old Business

1.) 3<sup>rd</sup> Fridays

3<sup>rd</sup> Fridays is launching this month. Posters are all out. Artists are all lined up and so are the volunteers needed to hang the art.

A less specific poster design was discussed so that they could be used for more than one month. Rush updated us on all the publicity that is being used including a Facebook event, email blast to every that we have on email, the Arts Council distributing posters to every place they can. Everyone on the committee is asked to promote it on Facebook and through an email blast to our friends, family and customers.

Wanda will make sure all the retail stores that don't have art being displayed are aware of the event and encourage them to stay open late.

2.) Portland Pay Day Prize Party

Refreshments: We are going to ask Rebecca Jandernoa if she is interested in donating popcorn again (Wanda will ask), Sweet Cake Company if they would like to donate some cake in exchange for us promoting their company (Patrick will ask), and McDonald's for beverages (Cathy will ask).

Entertainment: will be provided by Rush and possibly Pete Trappen. Rush will ask Pete if he is available and interested. Patrick will emcee the event.

Rest of Prizes: we need to break down the list and then the whole committee can collect.

3.) Rediscover Downtown – A work plan was developed for the budget amendments needed for purchasing the banners.

4.) Oktoberfest: It was decided that we need to do some sort of event to get the merchants involved with Oktoberfest. Ideas were tossed around and a scavenger hunt seems to be the easiest / best thing at this time. Open to more ideas. Will discuss more at next meeting.

New Business

1. Radio Campaign: Patrick and Wanda have met with the rep from the radio stations and have asked for numbers and stats for the two most likely radio stations. We agreed that if we get one corporate sponsor for the radio campaign, we will also list them as the event sponsor for the Portland HolidayFest. They will be listed on every poster as one of the sponsors, next to the Portland Main Street Program and the Portland Community Arts Council. Brian has said he should be able to get a live remote thrown in to the pot as well.

2.) Brochures: Becky couldn't make it tonight but Wanda thinks she might make a good chair for the brochure project. We will ask Becky if she would be willing to do that.

3.) HolidayFest: Red Hat Event- do we want to do Red Hat event again and if so, what do we want to do, was the question being discussed. The response was mixed as to if it was beneficial to the businesses involved so Wanda will talk to others that participated last year and see if they are interested in doing it again. We have not been approached yet by the local RH chapter that hosted the event the last two years but want to be prepared in case we are.

3<sup>rd</sup> Fridays will fall during HolidayFest this year so it was suggested to ask the church choirs to perform on the Friday of HolidayFest, tying the two events together.

#### Director's Report

1.) Upcoming Trainings: On July 21<sup>st</sup>, from 6 – 8 pm, the ER Committee in conjunction with the SBDTC is hosting a marketing seminar in Portland. All businesses are encouraged to send someone to the seminar.

Meeting ended at 9:00 pm.

Submitted by Wanda Urie