

**Minutes**  
**Organization & Finance Committee**  
**April 21, 2010, 7:00 p.m. (City Hall)**

**I. Call to Order**

*Call to order at 7:00 p.m.*

**II. Attendance**

*Jim, Joel, Julie, Paige, Bill, Georgie*

*Excused: Patrick, Clayton*

**III. Approval of Minutes**

*Motion by Paige, second by Joel, to approve the March meeting minutes. All in favor.*

**IV. Director's Report**

*No report; Patrick could not attend tonight's meeting.*

**V. Work Plan Review & Update**

**a. Objective 1 – Conduct PR**

**Project 1 – Press releases**

*Julie reported that she has finished the outline and the first three articles of the 15-part series on how Main Street is helping to achieve the Master Plan vision. She gave them to Tom Thelen but has not heard whether he will run them in the R&O.*

**Project 2 – Website**

*No report. Bill noted that meeting dates have not been updated on the site's sidebar, but Paige noted that the dates have been updated on the Events tab.*

**Project 3 – Facebook, etc.**

*Paige circulated a progress chart. We now have 225 fans. We've seen a 1,000% percent increase in visits to the fan page. The committee discussed the possible reasons. Paige believes that this is due, in part, to more postings and to our decision to eliminate the group page and simply use a fan page.*

*Paige will now start posting more information on the block party. In June, she'll start promoting Thursdays on the Grand and the Third Friday Art Walk. The committee suggested that she start promoting those events in May, to get people to put them on calendars. The committee agreed that posting FB messages twice a week is not excessive. Paige will also start promoting the June events now. Jim asked about Riverfest, but the committee members believed that Riverfest will not be held this year. Paige will promote the Chamber's 4<sup>th</sup> of July events beginning in June.*

**Project 4 – On the Street**

*Julie distributed the draft ad rate sheet and agreement. Corrections were made. The committee discussed whether we should mention the free call-out on Facebook and agreed that it won't be mentioned but will be a bonus.*

*The committee discussed the rate sheet that Patrick distributed. No one was aware that we are charged \$470 each May for extra postage on the newsletter. Georgie questioned why we only have 2004 and 2005 figures. A suggestion was made to eliminate the May newsletter. Georgie, Jim, and Joel will check their DDA records to ensure this is an*

ongoing charge. If so, we will not publish in May, effective immediately. Motion by Georgie, second by Jim; motion carried. Julie will send the Constant Contact password to Bill, so he can consider whether he'll be able to do that newsletter. This would allow a May newsletter.

The committee discussed Jim's idea to offer personal sponsorships, similar to those done on public radio. The committee discussed the quantity and decided that our readers will probably be interested in reading this type of message. We will offer four personal messages each month for \$25 each. This will cover the cost of the extra page and most of the regular costs. Julie will add an announcement in the June newsletter. Georgie and Paige will each purchase one sponsorship in June, to start the program; Julie will help find the other two. Messages will be limited to 25 words. The committee will reserve the right to reject inappropriate messages.

#### **Project 5 – Main Street Gab**

Joel will check with Patrick to make sure hard copies were distributed. Julie has the next issue in progress.

#### **Project 6 – Manager Articles**

No report.

#### **Project 7 – N/A**

### **b. Objective 2 – Develop a funding plan**

#### **Project 1 – Funding plan**

Julie circulated the template and discussed the six categories of funding: Earned Revenue, Individual & Corporate Giving, Memberships, Government Support, Grants, and Fundraising Events & Activities. She and Georgie will continue to work on this. Jim asked about planned giving; Julie explained this will be part of the Individual and Corporate Giving category.

#### **Project 2 – Oktoberfest**

Joel reported that his committee will wait to solicit money until after the block party, although the plan is in place. The subcommittee met in March; they will not accept any new events or ideas after the May meeting. Rush will help with the entertainment (but will not perform). The committee is deciding whether to hire local musicians (for a local draw) or bring in a band from outside (which could bring in their own fans). They need to find out what the sponsorships they'll be able to obtain for entertainment before deciding who will perform. The event will be one day only.

Julie expressed concern about the subcommittee members' commitment. Joel noted that the 5k run committee is strong and on track and that this is the main focus right now. Julie asked Joel to let the committee know about volunteer needs immediately. She noted that events that succeed on the level that we expect of Oktoberfest generally require dozens—or sometimes hundreds—of volunteers and a year or more of planning. She expressed concern that only three people attended the March subcommittee meeting and that only five months remain between the next meeting and the event.

The committee discussed whether the event should continue as a traditional German event or broaden the theme. This year will continue much of the German theme, but the subcommittee will continue to discuss this.

The committee discussed ideas to keep the runners from leaving immediately after the event. Julie asked whether the subcommittee has talked with Eric Frederick about a

beer-brewing demonstration or tasting. Joel will talk with Eric about this. Georgie asked about a craft show. Joel said they are looking into this. The Garden Club and the Friends of the Red Mill have expressed an interest. Julie suggested looking for German crafts, as well. Georgie suggested that Joel's committee contact more local craftspeople. If weather is bad, the craft show could take place on the second floor of City Hall.

Other activities being pursued: games, food vendors, euchre tournament, window decorating, and Third Friday Art Walk; Jim suggested a tug of war across the Grand River. The subcommittee will be selling raffle tickets for the Frankenmuth trip before the event to increase sales.

### **Project 3 – Tag Sale**

Julie reported that the event was a success. Georgie reported that we brought in \$271, with expenses of \$68. This falls short of our goals, but we can still sell the candy and soda that's left, or we can use it at other events (and save money on those events). All agreed that we should continue this event. Next year, we would like to encourage more organizations to have sales. We will ask them to pay \$20 - \$25, and we'll advertise the sale and print maps to be distributed at each sale.

## **c. Objective 3 – Volunteer recruitment & retention**

### **Project 1 – Annual Event**

The annual event will be held on July 29, at 6:00 pm, at the band shell at Two Rivers Park. The committee decided the following:

Food – hot dogs (cooked at Cheeky Monkeys), bags of chips, and soda (Georgie will take care of this)

Awards – Volunteer of the Year (O&F); committee Volunteers of the Year (committee chairs); Horizon Award (best new volunteer—Board) (Julie will take care of this)

Door prizes – we will only award 5 or 6 door prizes; each committee member will obtain one door prize of approximately \$10 - \$15 value

Joel will invite the media to the event. Paige will take photographs. Julie will take care of invitations, awards, and a program. She will contact the other committee chairs to get (1) names of all volunteers; (2) committee volunteers of the year; (3) committee displays. All plans will be finalized at the May O&F meeting.

### **Project 2 – Recruitment and Retention Manual**

This project is on hold, pending receipt of Todd Barman's report. Julie has distributed her notes from Todd's verbal report.

### **Project 3 - Training**

Reports are on hold while Clayton is in school. [Note from Julie: I neglected to report this at the meeting, but Clayton and I met this month to discuss the project. We set up a preliminary plan to move forward on an orientation DVD, with future plans for additional DVDs in the future (e.g., marketing downtown Portland as a place to open a business and live).]

## **VI. 2010-2011 Work Plan**

No report.

## **VII. Member Comments**

### **a. Volunteer hours**

Joel –16; Jim – 9 ; Julie –35; Georgie – 18; Bill – 5; Paige – 9

**Other comments - None**

**VIII. Next Meeting**

*The next meeting will be held on May 19, 2010, 7:00 p.m., City Hall*

**IX. Adjournment**

*Meeting was adjourned at 8:15 p.m.*