

**Minutes**  
**Organization & Finance Committee**  
**March 17, 2010, 7:00 p.m. (City Hall)**

**I. Call to Order**

*Call to order at 7:04 p.m.*

**II. Attendance**

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

**III. Approval of Minutes**

*Motion by Georgie, second by Joel, to approve the February meeting minutes. All in favor.*

**IV. Director's Report**

*Next week is the accredited tech visit. Patrick asked committee members to try to attend; he will send a finalized schedule with locations. It's especially important for committee members to attend the session being held without Board members.*

*Patrick reported that the parking problem has been resolved for at least the last three weeks, although it's not a long-term solution. The committee discussed the fact that parking problems exist everywhere. Paige commented that if people can't find places to park, it means we have a lot of people coming downtown, and that's a good thing.*

*Patrick noted that on March 30-31, Quarterly Training will be held in Owosso. The topic is working with the media. March 30 is for Managers only; others are encouraged to attend the March 31 session.*

**V. Work Plan Review & Update**

**a. Objective 1 – Conduct PR**

**Project 1 – Press releases**

*Julie reported that her outline and the first article are finished. She will contact Tom Thelen about printing the entire 14-part series. Jim and Joel will review the original list of articles and decide which they will write.*

**Project 2 – Website**

*Patrick reported on his updates. Joel asked whether other committees have contributed; Patrick says not so far. We need to continue to bring this up at the Board meetings and encourage the committees to take full advantage of the website.*

**Project 3 – Facebook, etc.**

*Paige reported that she sent a message to the group members, advising them that the group page would be closed on March 31. She's finding it difficult to print a list of the members, but she continues to work on it, so she can cross-reference the members and (1) delete those from the group that have already joined the fan page, and (2) send targeted messages to the others. She continues to work on the calendar. She reported that she has corrected and added information to the event page for the rummage sale. Patrick suggested asking Wanda if we can invite fans from the Downtown Portland fan page. He will follow up with this.*

**Project 4 – On the Street**

*The committee discussed the advertising proposal that Julie distributed earlier this month. All agreed with the proposed rates. The rates reflect revenue higher than the*

*work plan goal, but this leaves room while we build the advertising program. We can still achieve our goals even if we don't sell all eight advertisements. The committee discussed whether Main Street volunteers should get priority if we have more than eight businesses interested. All agreed that there are good reasons for and against.*

*Georgie suggested a trial run for 90 days, rather than allowing all eight ads to be taken for the full year. Paige suggested alternating—don't allow anyone to sign up for 12 months, and if they sign up for six months, the ads will be every other month. Julie will create the rate sheet for Joel, who offered to sell ads. Bill offered to do layout if necessary. The ads will be operated first-come, first-served. Jim suggested a drawing if we get a lot of interest—save some ads for the drawing. Patrick will distribute the rate sheet when it's completed. The ads will begin in June.*

*Joel suggested charging a higher rate, so it will generate enough revenue to help Main Street become self sufficient. The committee discussed the pros and cons of this and decided to stay with the current plan and consider raising rates for the 2011-2012 work plan.*

#### **Project 5 – Main Street Gab**

*Julie will create a rate sheet for this publication and will present it at or before the next meeting. Joel suggested that we might want to solicit advertisers from outside of Portland. Discussion included debate as to whether we want to bring competitors to the downtown. Patrick suggested that it will be difficult to sell advertising when the distribution is only 70 people, but some downtown businesses will want to reach that target audience. No decision was made.*

#### **Project 6 – Manager Articles**

*Patrick reported that he completed his article, but there were space problems in this week's R&O—his article was bumped for an article by Brian Calley.*

#### **Project 7 – N/A**

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

#### **Project 1 – Funding plan**

*Julie and Georgie continue to work on this.*

#### **Project 2 – Oktoberfest**

*Joel reported that the Oktoberfest committee will meet tomorrow at 6:30, 2d floor, City Hall. He's identified leaders and will give them authority to carry out their responsibilities. He'll have a report next month. He and Patrick are attending training (Techniques of Alcohol Management) in April.*

#### **Project 3 – Tag Sale**

*The committee discussed the following:*

- *Proposed rules and procedures – everyone will contact Julie with edits; she will then forward to Patrick for the web site and other inquiries and to Paige, who will post the additional information to the Facebook page*
- *Flier – everyone will contact Julie with edits; she will then forward to Patrick and Paige*

- *Volunteer sign-up sheet – committee members signed up for times on the schedule; Julie will compile the results and send to the committee to aid recruiting other volunteers*
- *Nonprofit lists – committee members volunteered to contact nonprofit organizations and churches; they will complete the provided form and return it as soon as possible to Patrick or Julie, so they can follow up with more information as needed*
- *Food and drinks – the committee agreed that Georgie should purchase about \$100 worth of candy, soda, and water to sell at the event*
- *Layout – the committee discussed the two proposed layouts and decided to make the final decision when we know how many participants we'll have*
- *Posters – Julie will finish them and get the final copy to Patrick for posting*

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

**Project 1 – Annual Event**

*Julie and Georgie are beginning to work on this.*

**Project 2 – Recruitment and Retention Manual**

*On hold, pending next week's training.*

**Project 3 - Training**

*Reports on hold while Clayton is in school*

**VI. 2010-2011 Work Plan**

*The Board has approved the work plans generally, and it appears the DDA will approve the proposed budget.*

**VII. Member Comments**

**a. Volunteer hours**

*Joel -4; Jim -3 ; Julie -17; Georgie - 6; Bill - 2; Paige-5*

**Other comments - None**

**VIII. Next Meeting**

*The next meeting will be held on April 21, 2010, 7:00 p.m., City Hall*

**IX. Adjournment**

*Motion by Georgie, second by Joel, to adjourn the meeting at 8:10 p.m. All in favor.*