

**Portland Main Street – Organization & Finance Committee
Minutes – January 20, 2010, 7pm, Portland City Hall**

I. Meeting was called to order 7:05.

Paige Patterson and Georgina Trappen attended as new members of the committee. Julie reported that Clayton Cummins has also joined the committee but has a class to attend tonight.

II. Present: Georgina Trappen, Patrick Reagan, Paige Patterson, Joel VanSlambrouck, Julie Clement

III. Minutes – Motion by Georgie, second by Joel, to approve December 2, 2009 minutes; all in favor

IV. Director's Report – Patrick reported that the Associate Level training for Design and Economic Restructuring will be held tomorrow at City Hall. They expect about 80 people. He has collected menus from downtown restaurants to encourage traffic in the downtown. Joel warned that there may be parking problems because of a possible funeral tomorrow.

Patrick reported that the tech training (for accredited communities) will be held on February 24 & 25 and will cover volunteer recruitment and retention.

Patrick reported that he has made significant upgrades to the Main Street website and encouraged committee members to browse the site and pass suggestions along. He's used onetruemedia.com for the photo display. He'll discuss more details under item V. of this agenda.

V. Work Plan Review & Update

a. Public relations for the Main Street program

1. Press releases: Julie distributed this year's press-release list for discussion; she will update the list (i.e., which topics have been covered) via the .pdf files of the published press releases that Patrick has uploaded to the MS website; committee members will look over the list so we can update it for next year. There was general agreement that education is key and that tying the Main Street program to the Master Plan goals is a good strategy.
2. Website: Patrick discussed updates and reported that he is still working with the photo quality in some areas. Julie will forward material to Patrick for the O&F committee page; we'll use this as the test committee and then encourage other chairs to send information to Patrick. Because Georgie and Julie are creating policies and procedures for the Board, they will work on a procedure for updates. Patrick reported that he plans to write a press release about the website. He suggested highlighting a business once a month or once a week,

and the committee discussed ways to tie this to the newsletters and Facebook page. All will review the website and offer comments to Patrick.

- 3 Social media: Paige reported that she's ordered the book, Facebook Marketing for Dummies and hopes to learn from this. The biggest hurdle right now is a procedure for posting, to ensure regular and relevant updates; Paige will be studying this. Julie will send her the articles that Promotions & Marketing committee member Nikki Sunstrom has written for her job at DLEG. Julie suggested that we aim toward having a training later in the year to update downtown businesses on marketing methods they can use via Facebook. Paige will start to develop a calendar system and policies for posting, which will be presented to the committee for discussion. Next month, she will advise us whether to keep the fan page or the group page after reviewing other cities' and other Main Street organizations' Facebook presence.
- 4&5 Newsletters: Julie reported that she would like to expand "On the Street" in March (with advertising and more content) but will need to get word out about the advertising in the next Main Street Gab. Patrick and Joel explained the differences between single-page and multi-page newsletters, including the point at which the city's equipment cannot handle additional pages.
- 6 Manager column: Patrick noted that he needs to write more manager columns; he will review the list and suggest additional article topics. There was general agreement that we have had outstanding press coverage and that we now need to have strategies to continue this in a way that educates the public about the downtown and about the benefits of the Main Street program.

b. Funding

- 1 Funding plan: Georgie agreed to help develop the funding plan in light of Malcolm needing to leave the committee. Julie will work with her on the existing outline.
- 2 Oktoberfest: Julie distributed the updated work plan, which now shows the 2009-2010 program-year tasks leading up to the 2010-2011 program-year event. Joel assured the committee that a meeting will be held in January to finalize the work plan
- 3 Tag Sale: Julie explained the concept and distributed the proposed work plan that the Board has tentatively approved. The committee agreed to go forward with this. Additional suggestions were discussed and will be incorporated during the planning process if approved. One suggestion included selling beverages, popcorn, etc. during the event.

c. Recruitment & retention

- 1 Annual event: The annual volunteer-recognition event will be held on July 29 at the band shell at 6:00 p.m. (with regular music starting at 6:30). Georgie volunteered to take Malcolm's place as project manager of this event. She suggested having a fundraising component and will explore this. Although there was consensus that this should be an event that gives back to the volunteers, there was also agreement that a fundraising component such as a 50/50 might be appropriate, as well, especially if it's done after the recognition and during the regular arts council concert.
- 2 Recruitment and retention plan: Julie reported that she and Jim have met on this and that the plan continues to grow.
- 3 Quarterly forums: Julie explained the challenges we've encountered with this plan and that this committee has backed off the quarterly-forum concept and will be creating an orientation DVD as part of the revised training plan. Clayton will be responsible for the DVD portion of this event.

VI Member comments

- a. Volunteer hours: Joel – 2; Paige – 2; Georgie – 2; Julie – 6 (Board hours for Julie, Joel, and Georgie will be reported through that body)
- b. Other: No other comments

VII. Next meeting: February 17, 7:00 p.m., City Hall

VIII. Adjourned: Meeting was adjourned at 8:20 p.m.