

Portland Main Street Economic Revitalization Committee
Minutes
May 27, 2010, 8:00AM
Cheeky Monkeys Coffeehouse & Bakery

Committee Attendance: Diane Smith, Bernie Pelc, Ed Bishopp, Bill Holderman, Joe Pung, Eric
Committee Absences: Kory Blastic, Terry Frewen
Guests: Eric Frederick
Staff: Patrick Reagan

Old Business

New Member Search – no new report

Items Outside of Work Plan:

1. ***Main Street in 3D:*** Eric Frederick, planner for LSL Planning, Inc. presented a 3-D model of the Kramer building and explained his ability to provide this free service for modeling the rest of the downtown. The committee discussed the use of this model to market vacant buildings to potential business owners, show facade redevelopment ideas, market business products to consumers, and show event maps. The committee also discussed the use of Google Earth with this feature to show potential consumers and tourists the downtown. Reagan reinforced the idea of focusing on economic revitalization efforts with this 3-D model concept and perhaps partner with the marketing committee for any marketing efforts to consumers and tourists.
2. ***Fly-Over Video:*** Smith reported that the airport contact would charge \$350 for a hours worth of service and that they do not have special video equipment or cameras. The committee decided to hire Bill's friend to do a video with her ultralight so the committee could then use it to determine how the view of the community comes out and what the next steps could be for use of the video or for what different view they would recommend. Bill will contact his friend and work with Ed to coordinate the fly-over in June. Smith will contact the Portland HS to see if a video camera is available.

Work Plan Items

1. ***Business Assistance Team/Seminars:*** Smith reported that the July 20 TEAM SBA Roundtable session is being rescheduled due to the SBA's schedule. For the Aug. 17 HR session, a session description submitted by Julie Mann of JMann Consulting was read. Smith reported that Mann's usual price for the session would be \$375.00. The committee asked Smith to collect credentials on Mann and negotiate a price with her. For the Internet Marketing session, the committee decided to hold a Facebook session that included the following:
 - Part I: why and how facebook is useful for businesses
 - Part II: a workshop session for fan page creation

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Rush and Wanda are current businesses using Facebook in the community that the committee is aware of. The committee also discussed the idea of having a Facebook Friday after the session to help any new businesses or workshop participant businesses still needing extra help.

2. ***Opera House Revitalization:*** Smith reported a meeting with a representative from the American Seating Company/National Association of Historic Opera Houses to get his input on how to go about organizing a local effort. Frewen is working on arranging a meeting with the local Civic Players and the High School performing arts director to determine their interest in the project. Also, the representative from the American Seating Company/National Association of Historic Opera Houses is offering a meeting with an architect /theatre consultant to obtain more expertise and ideas on the redevelopment of the building.

Volunteer Hours Reported:

1. Ed: 5 hours
2. Diane: 6 hours
3. Bernie: 4 hours
4. Bill: 1 hour
5. Terry: 6 hours

2010 Meetings: June 24, July 29, August 26, Sept. 30, October 28, Nov and Dec TBA