

**Portland Main Street Economic Revitalization Committee**  
**Minutes**  
**November 30, 2010, 8:00AM**  
**Cheeky Monkeys Coffeehouse & Bakery**

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

**Old Business**

***Items In the Work Plan:***

1. ***Business Assistance Team/Seminars:*** Patrick will get with Nicole and set a date for the third week of February and bring a description of the social marketing seminar to the January meeting for marketing purposes.
2. ***Opera House Revitalization:*** It was suggested that a community presentation be given in January to determine interest in a Committee to explore revitalization of the Opera House. Smith will coordinate and event and presentation. Pelc will make contacts with Menominee to collect information to add to the presentation. Smith will send Pelc the Opera House Study conducted in 2009 as well as the new contact from a specialist in opera house feasibility studies.

***Beyond Work Plan Items***

1. ***Fly-Over Video:*** Ed presented the video for the committee to review and discuss. The committee liked the birds-eye view of the video, the downtown shot and the boardwalk view. Frewen will edit and bring a suggested version back in January. Reagan and Bishopp will work together to create business interview clips to the video and present it to the committee in February.
2. ***Downtown Building Vacancy Marketing/Signage:*** Reagan - no progress

**New Business**

1. ***2011-2012 Work Plan Projects:*** The committee agreed to focus on the following initiatives:
  - a. Hosting Business Seminars With Chamber
  - b. Marketing Analysis Update
  - c. Business to Business Program – Quarterly Breakfast or AfterHours with business prizes, networking for business cooperation in purchases and services, quick educational component, free light food, cash bar
  - d. *Upper Story Revitalization (Opera House Revitalization focus) – decision will be made at December meeting* – Frewen offered his services to give a presentation to upper story property owners on incentives/tax savings for upper story redevelopment

**Volunteer Hours Reported:**

1. Ed - 8 hours; Diane - 4 hrs; Bernie - 1 hr; Bill - 1 hrs; Terry - 2 hrs.;  
Kory: 0 hrs.; Joe: 0 hrs.

**2010 Meetings:** Dec 17, 8:00am