

**Minutes**  
**Organization & Finance Committee**  
**September 15, 2010, 7:00 p.m. (City Hall)**

**I. Call to Order**

Called to order at 7:05 p.m.

**II. Attendance**

Jim, Joel, Julie, Paige, Bill, Patrick

Excused: Georgie

**III. Approval of Minutes**

Motion by Jim, second by Joel, to approve the June meeting minutes. All in favor.

**IV. Manager's Report**

Oktoberfest is going well. The committee will meet again next week. We have \$4,320 in sponsorships, plus \$3,000 in kind (WION). The biggest problem is that we're getting too many poster sponsorships. Next year, we'll need to limit this level—there's not enough room on the poster for more logos. Brian Calley helped us get an AT&T sponsorship. Fluke Hearing would like to be more involved (but cannot serve on a committee). Sponsorships have already exceeded our goals this year. Julie suggested breaking the revenue projections down much more specifically and to track them more closely. Jim suggested that the Main Street supporters aren't necessarily those who will support a beer tent. So we may need to adjust our marketing to different demographics. Julie noted that it took seven or eight years before people started truly supporting HolidayFest on the Grand. It may simply take longer to build event recognition and loyalty in this community. The committee discussed ways to encourage businesses to use our events to build their businesses.

Patrick reported that he is having problems with the web page and is working to get it resolved.

Patrick suggested that we should have a Twitter account; he will look into it.

**V. Work Plan Review & Update**

**a. Objective 1 – Conduct PR for Main Street**

**Project 1 – Continue media releases**

The committee is meeting or exceeding its goal of at least two press releases each month.

**Project 2 – Website maximization**

No report. (See Manager's report.)

**Project 3 – Maximize social-media presence**

Paige reported that we've added 6 more people to our page—we need 27 more by the end of December. She asked committee members to invite others to "like" the MS Facebook page. Our page is getting 200+ hits each week. Paige took suggestions for notices.

#### **Project 4 – On the Street**

The ads are still selling very well. Joel thinks he'll be able to collect on the account that hasn't paid. Julie asked that information for the October issue be submitted as soon as possible.

#### **Project 5 – Main Street Gab**

Julie will deliver the Gab tomorrow—she needed additional information from Patrick. She will try to get one more issue of the Gab out before the end of the year. We'll work to find a volunteer to work on newsletters.

#### **Project 6 – Manager Articles**

Patrick reported that he and the R&O have been using "Main Street Moments" as a column title. The committee suggested continuing to consider other options. Julie suggested a possible contest to name the column.

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

#### **Project 1 – Implement the funding plan**

Julie and Georgie continue to work on this. They are researching right now and will soon have a 5-year and a 10-year projected plan.

#### **Project 2 – Oktoberfest**

We only have one "oompa" band. Patrick summarized the competitions and events. Eric Frederick will be conducting a craft-beer tasting (which will be covered under our license). We have a hold-up with the liquor license, but Patrick is taking care of it—Portland Main Street was incorrectly identified in one part of the application (instead of the DDA).

(See Manager's report for more Oktoberfest details.)

#### **Project 3 – Big Beer Run**

Patrick reported that we've had sporadic hits on the sign-up pages, but this is similar to last year. Joel suggested having our forms, posters, etc. at the St. Pat's 5K run the weekend before our event. Vollman Ford is the t-shirt sponsor this year.

#### **Project 4 – Tag Sale**

No report until planning starts later in the fall.

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

#### **Project 1 – Implement recruitment & retention plan**

Julie reported that she and Jim are moving forward with their plan. She noted that volunteer recruitment is difficult throughout the city because of the limited population and large number of organizations. She and Jim will be talking with committee chairs to get projections on the number of volunteers they'll need during the upcoming year and in the coming years. Julie and Jim will be submitting a 1-year, 5-year, and 10-year plan.

#### **Project 2 – Annual volunteer recognition event**

No report until planning starts for next summer's event.

### **Project 3 – Create effective training & orientation DVD**

Bill agreed to begin taking video in and around the downtown, so we can start experimenting with an orientation DVD. We will work with the City to use its equipment to record interviews (in Council chambers).

#### **VI. Member Comments**

##### **a. Volunteer hours**

Joel-7; Jim-1; Julie -13; Georgie-2; Paige-2; Bill-2 (Total: 27)

##### **Other comments**

The committee discussed the possibility of Main Street either working with the Chamber on Riverfest or taking the lead on it.

#### **VII. Next Meeting**

The next meeting will be held on October 20, 2010, 7:00 p.m., City Hall

#### **VIII. Adjournment**

Meeting was adjourned at 8:00 p.m.