

Minutes from Promotions and Marketing Committee Meeting
August 4, 2010

6:30 pm-City Hall, Second Floor

Present: Nicole Sunstrum (chair), Wanda Urie, Patrick Reagan, Kat Birrell, Becky Ward

I. Call to order- The chair called the meeting to order.

II. Downtown Brochure

- a. Brochure update-** Patrick told the committee that the Michigan welcome centers will not be displaying our brochure because they already have a commitment to use the Chamber brochure. We would like to reach out to neighboring hotels so if you have any connections please let Patrick know. Wanda reminded Patrick to contact Deb Rowe from Lyons about the Brochure. Kat reported that she needs 100 brochures for Parker's Landing. They are going to show the brochure to potential tenants and put them in the welcome packets for new tenants.

III. Third Friday Artwalk (August 20th)

- a. Participating Businesses-** Rush Clement was not present to report on this event.
- b. Marketing need-** Nicole Sunstrum will try to talk to Rush about what is going on with this event. There was a concern raised that low foot traffic will eventually mean less artists for this event, and a downward spiral affect would start overall. There was much discussion about what to do with this event to ensure that it is a success with the final verdict being that we will wait to see what Rush has to say.

IV. Portland Pay Day (June 1st – August 31st)

- a. Update-** Wanda reported that things are looking great for this event. Wanda stressed that we should start getting the entry forms together by photo-copying and cutting them. Patrick reported that he has received money from all participating businesses but Raffel's.

V. HolidayFest 2010- The committee decided to give away bags again for ladies night. The bags will be the same like last year but just a different color. Patrick asked the committee if we should change anything for this year's festival. Everyone agreed that things went great last year and that no big changes are needed. Becky brought up the idea of using a different method for collecting money for the carriage rides and after some discussion, it was decided to not change it. Patrick is going to look into getting a second carriage to shorten wait time and give more people a chance to take rides. Wanda said that the goal should be to send letters out to merchants by Oct. 1st and aim for getting a response by November. Merchants should also have a general understanding of what the plan is for this event and the major details (when, what, where, how.) The committee also has to start thinking about what the merchant window theme is going to be for this year.

VI. Other items-Wanda mentioned the recent Grand Rapids Press article that focused on Portland's boardwalk should be an inspiration to highlight the boardwalk more during events. The committee agreed that the boardwalk should be kept in mind when planning and promoting various events. Pewamo-Westphalia is having a Block Party on Sept. 11. Nicole encouraged folks to go check out PW's Block Party.

VII. Adjournment- The meeting was adjourned by 7:25 pm.

Meeting minutes submitted by Kat Birrell