

**Promotions and Marketing Committee**  
**August 30, 2010**  
**7:00 pm – City Hall, Second Floor**

- I. Call to order  
Attendees: Patrick, Kathy, Nicole
  
- II. Portland Pay Day (June 1<sup>st</sup> – August 31<sup>st</sup>)
  - a. Update  
Preparing for wrap up...lots of entries have been submitted.
  - b. Awards Ceremony – September 8<sup>th</sup> 7pm @ the Band shell  
Final preparations, Kathy getting cake. Patrick/Nicole will meet at 5:30pm for set up.
  - c. Lessons learned  
Evaluation, statistics by City to be taken into consideration regarding 2011 campaigning.
  
- III. HolidayFest 2010
  - a. Schedule  
Considering consolidating festivities to 2 days. What do the businesses think? What were the benefits of the “Wish List” promotion? Will it hurt to combine it with another night?
  - b. Promotional materials/advertising  
Flyers for tables at Oktoberfest, scheduling to be combined with Arts Council events. Nicole will meet with Rush.
  - c. Give Away Items
  - d. Snowball Drop  
Tabled from last year...should we move forward with the new event? Yes.
  - e. Reindeer  
No one has access.
  - f. Carriage Rides  
\$400 for two carriages for two hours. Considering having them on both Friday and Saturday.
  
- IV. Miscellaneous
  - a. RiverFest revival
  - b. Scavenger Hunt
  - c. 4square  
For future discussion.
  
- V. Adjournment