

Promotions and Marketing Committee Meeting
January 5th, 2011
6:30 City Hall, 2nd Floor

Attendance: Sunstrum, Urie, McCann, Birrell, Reagan, Boynton

- I. Call to order
- II. 2011-2012 Workplan Draft
 - a. Completed, please review to see if your name is in the appropriate places...
 - b. Kat Birrell was overlooked as she is new to the committee, Patrick asked her to indicate where she would like to help
 - c. Updated Radio Advertising Company
 - d. Patrick has made updates so the forms read easier
 - e. Portland Pay Day has been changed very little at this point based on agenda item III
 - f. Addition of Wine the Walk for 2011 RiverFest – trying to keep as simple as possible as it is a sub event
 - Can we focus on featuring primarily Michigan breweries and wineries?
- III. Update: Portland Pay Day
 - a. Patrick researching paper costs, licensing requirements
 - b. More cost efficient to not use a professional printer
- IV. BlockParty
 - a. Date: May 21st, 2011
 - b. Sponsorships
 - Review documents
 - Change “poster” sponsors to Food Court or Children’s Area
 - c. Food Vendors:
 - This year should we charge a fee?
 - Perhaps reimburse registration cost if you are set up on time?
 - Last year we had 5 vendors – could have more!
 - *Kathy* Target schools, churches, businesses
 - Could possibly have power by then downtown (would accommodate the music, tent, etc.)
 - Put on both sides of the road...Kids’ activities at the end.
 - d. Car Club
 - Patrick and Nikki will meet with Car Club before next meeting (January 26th)
 - Initially with Portland Cruisers, not using their DJ, band etc.
 - Designated areas for cars that may not be able to stay...
 - Honest discussion about moving cars during the event
 - e. Activities
 - Art Show off
 - *Wanda* Interactive scavenger hunt
 - Softball Tournament
 - *Kat* Kid’s activities (Tates do activities stations, bubbles, water colors, wading pools) Talk to Heather...517.507.6981
 - Need lots of signage for kid’s activities – balloons, etc.
 - Balloon launch? Was not critical

- Waterball (Fire departments?)
 - Farm animals
 - Rodeo group (mechanical bull, real bull, photos)
 - *Becky* Bike/Canoe people? Martial Arts group...Dancers, band, cheerleaders?
 - *Patrick* Party Pavilion, beer and let's explore margaritas
 - a. Tent, tables, chairs, dance floor (outside of tent)???
 - b. Can we get tables and chairs outside of the tent – don't buy a dance floor but make an effort to designate the four corners of a "floor"
 - Liked music stage where it was
 - f. Other:
 - Posters v. schedule of events
 - Need a map before the need meeting
 - We need to declutter! This year we don't have to explain everything, as we are now established
- V. Other (Fall Event)
- a. 200 block of Kent Street?
 - b. Bringing trunk or treat downtown
 - c. Window scavenger hunt
 - d. Costume contest
 - e. Businesses hosting games?
 - f. Pumpkin carving contest
 - g. Collaborate with the school art classes?
 - h. Check football schedule
 - i. Nikki is meeting with the PTO on Tuesday, January 11th
 - j. Friday, October 21st? Would they be interested in Saturday?
 - k. Oktoberfest the 15th...
- VI. Adjournment