

Promotions and Marketing Comm Meeting – 6/29/11 (6:30pm)

Present: Becky Ward, Nicole Sunstrum, Patrick Reagan, Rush Clement

Absent: Kathy (surgery)

- I. Call to Order
- II. Block Party
  - a. 2012 Date
    - Terry Thelen, Ionia willing to move their car show up a weekend
    - Restaurant involvement
    - Follow up with Verizon
- III. Portland Pay Day
  - a. June 15 – August 31
    - Article in R&O
    - 18 participating businesses
    - Slow start to entries – beginning to pick up
- IV. Cooperative Radio Advertising
  - a. 20 businesses taking part
  - b. Ads began June 6
    - Patrick has heard all three of our ads
    - Jim (WION) got favorite radio personality for Portland
    - Scheduling to change our outgoing message in August to talk about Pay Day
- V. Wine the Walk
  - a. August 20 (4-10pm)
  - b. Volunteers
    - Looking for 10-15 (set up tents, tables, chairs, some staff – do it by ticket)
    - KB people cannot pour...have to have volunteers
  - c. Sponsors
    - Looking for \$2500 total...
    - Nicole will draft letter
    - Send out week of July 3<sup>rd</sup> (target Tom's, bars and restaurants?)
  - d. Program
    - Kent Beverage will come out and do it all for us...tasting booths or tickets
    - KB did not know about selling by the bottle, Patrick has a call into the MLCC
    - Partner with someone? Local business? To sell?
    - Nicole will talk with Steve about setting up a coupon? Or featuring Tom's Wines?
    - Rush – stage? 2 sections minimum
    - Electricity should be done...spider box to distribute power
    - Cloths line art show – 4 to 8pm
    - Jason is working on the quote for the tent and table
    - Nicole has 2 (10x20's), 1 (10x10), Wanda has 2 (10x10's)
    - Christmas lights on the boardwalk? Can we use the DPW ones from City Hall?
- VI. P&M Committee Volunteer Financial Forecasts
  - Patrick and Nicole setting up a meeting week of July 3<sup>rd</sup> to complete
- VII. Adjournment (7:27pm)