

Minutes
Organization & Finance Committee
January 19, 7:00 p.m. (City Hall)

I. Call to Order

Called to order at 7:00 p.m.

II. Attendance

Joel, Julie, Paige, Patrick, Tutt

Excused: Jim

III. Approval of Minutes

Motion by Paige, second by Joel, to approve the November meeting minutes. All in favor.

III. Manager's Report

Patrick reported that MSU practicum students will be conducting a market analysis and would like talk with residents about their ideas for the downtown. This focus group will be held on February 1, 7pm, at the library (lower level). Committee members were asked to each bring one or two people who are not involved in Main Street.

IV. Work Plan Review & Update

The committee worked primarily on the upcoming work plan – reviewed each objective and project for the 2011-2012 plan.

a. Objective 1 – Conduct PR for Main Street

Project 1 – Continue media releases

See December minutes – no change.

Project 2 – Website maximization

Patrick reported that he is happy with the website and that we continue to get good traffic.

Project 3 – Maximize social-media presence

Paige continues to try to build the Facebook page. She has started sending messages about downtown businesses every day. Patrick reported that the Twitter account is growing by 4 or 5 followers each week.

Project 4 – On the Street

Joel offered to write the next “Meet Your Neighbor” (for Around the Block Quilt Shop). The committee discussed asking the high school students for a volunteer to help with this project (and others). Paige will follow up with the high school to see if we can make a presentation, possibly to a Government class.

Project 5 – Main Street Gab

Patrick asked that we cover parking in the next Gab. Julie discussed the struggles with getting four issues out when there's little contribution from others. The committee will work on getting more participation next year—finding ways to make it easier for committee chairs and others to contribute articles.

Project 6 – Manager Articles

b. Objective 2 – Develop a funding plan

Project 1 – Implement the funding plan

The committee discussed the need for more information from other committee chairs. We cannot create a long-term financial plan without knowing what the committees' anticipated needs are. Joel will continue to work on this with the chairs and the board.

Project 2 – Oktoberfest

The committee is meeting on January 27 to celebrate last year's success and get started on this year's event.

Project 3 – Big Beer Run

See Oktoberfest report.

Project 4 – Tag Sale

Julie reported that she has begun contacting local organizations to participate.

Project 5 – Vendor Equipment

The committee discussed Joel's proposal to begin purchasing vendor equipment next year. We'll try to obtain one or two pieces next year and see whether they're successful before proposing more purchases.

c. Objective 3 – Volunteer recruitment & training

Project 1 – Implement recruitment & retention plan

The committee discussed the need for more information from other committee chairs. The chairs have been asked for their anticipated volunteer needs, but none have responded yet. Joel will continue to work on this with the chairs and the board.

Project 2 – Annual volunteer recognition event

Project 3 – Create effective training & orientation DVD

Tutt agreed to chair this project.

V. Member Comments

a. Volunteer hours

Joel-4; Jim-1; Tutt-2; Julie-14; Paige-3 (Total: 24)

Other comments

Joel discussed the possibility of selling Portland postcards as a fundraiser. This may be done in conjunction with the Arts Council's photography competition planned for Riverfest. Each year, different photos will be chosen, and the previous year's designs will be discontinued, which may encourage people to collect the cards.

VI. Next Meeting

The next meeting will be held on February 16, 2011, 7:00 p.m., City Hall

VII. Adjournment

Meeting was adjourned at 8:23 p.m.