

Minutes
Organization & Finance Committee
March 16, 7:00 p.m. (City Hall)

I. Call to Order

Called to order at 7:03 p.m.

II. Attendance

Joel, Jim, Julie, Patrick, Tutt, and Paige

III. Approval of Minutes

Motion by Jim, second by Joel, to approve the February meeting minutes. All in favor.

III. Manager's Report

Patrick reported that he has posted a poll on the MS website—what are people from Portland called. Paige will post a link on Facebook. Details about the rummage sale are posted on the website.

Patrick reported that he discovered an error in the DDA's treasurer's report—DDA postage has been posted to this committee. He will correct it.

Patrick reported that a local business continues to complain that all PR seems to be about a single business. The committee discussed the reality that MS volunteers tend to take advantage of MS advertising opportunities and that other businesses do not. Patrick will continue to work on this. The committee discussed a variety of ways to get the word out about MS opportunities. Jim suggested using the Main Street Gab to foster a BIN-type of relationship, including providing free postings about what those businesses do. Jim also suggested bringing in outside companies to court downtown Portland as a group. Patrick will continue to look into this and will discuss it with the ER committee, which is looking at a business-to-business program.

IV. Work Plan Review & Update

Julie reported that the Main Street board approved the committee's proposed work plan. It will now go to the DDA for approval.

a. Objective 1 – Conduct PR for Main Street

Project 1 – Continue media releases

This is going as planned.

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 reported that 324 people like our FB page. The committee discussed sign-up incentives, and agree that we need more business participation.

Project 4 – On the Street

Julie reported that "On the Street" is on target.

Project 5 – Main Street Gab

Julie plans to have the Gab out in March

Project 6 – Manager Articles

No report.

b. Objective 2 – Develop a funding plan

Project 1 – Implement the funding plan

Julie reported that she has not received data from the committee chairs. She will send the form to Patrick, who will follow up with the chairs.

Project 2 – Oktoberfest

Joel reported that the committee has been brainstorming ideas for this year's event and will make final decisions on events at the next meeting. The committee discussed whether it's preferable to have multiple food vendors or one food vendor (while driving traffic to local restaurants). The next meeting is in the beginning of April.

Project 3 – Big Beer Run

See Oktoberfest report.

Project 4 – Tag Sale

Patrick reported that he has posted information on the website and has sent press releases. Julie will send sign-up information for volunteers. The committee agreed to hold a 50/50 drawing. By keeping the prize under \$100, a raffle license isn't necessary. Joel offered to send announcements to the local churches, to be included in church bulletins and read during services.

c. Objective 3 – Volunteer recruitment & training

Project 1 – Implement recruitment & retention plan

Julie will send Patrick another copy of the questionnaire. She has received the ER questionnaire but no others.

Project 2 – Annual volunteer recognition event

July 14 is this year's event. Julie will raise this at the April MS board meeting – committee chairs will need to select their committee volunteers of the year, and the board will need to select the MS volunteer of the year.

Project 3 – Create effective training & orientation DVD

Tutt reported that he is on target.

V. Member Comments

a. Volunteer hours

Joel–8; Jim–2; Tutt–2; Julie–8; Paige–2 (Total: 22)

Other comments

The committee discussed the possibility of a Cool Cities intern. Motion by Jim, second by Joel to shift \$1,000 within the work plan to whichever project we might get help on. All in favor. Julie will create postings for the funding plan, volunteer recruitment plan, and orientation DVD (to assist Tutt).

VI. Next Meeting

The next meeting will be held on April 20, 2011, 7:00 p.m., City Hall

VII. Adjournment

Motion by Jim, second by Joel to adjourn. Meeting was adjourned at 8:03 p.m.