

Minutes
Organization & Finance Committee
May 18, 7:00 p.m. (City Hall)

I. Call to Order

Called to order at 7:02 p.m.

II. Attendance

Joel, Jim, Julie, Patrick, and Tutt; Paige was excused

III. Approval of Minutes

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

IV. Manager's Report

Patrick reported on the following:

- The Block Party is his current priority. He and Joel will be on WION Friday morning to promote that event. They need more volunteers for the event;
- Portland was featured in "Capital Gains"—Patrick distributed copies;
- Progress is being made on the CDBG project for Bernie Pelc's building;
- Five businesses received one-on-one merchandising consulting from Scott Day; 12 people attended the training;
- Around 20 people attended the initial meeting to consider revitalization of the opera house; they will hold another meeting soon; Joel suggested following Belding's example in which they created a Facebook page for their clock-tower project;
- A number of businesses have signed up for the WION promotion, which will result in 1,980 ads for downtown Portland.

V. Work Plan Review & Update

a. Objective 1 – Conduct PR for Main Street

Project 1 – Continue media releases

The committee discussed the "Capital Gains" article and upcoming PayDay releases.

Project 2 – Website maximization

Patrick reported that we are seeing an incredible number of hits from the Lansing area, especially for the Block Party page.

Project 3 – Maximize social-media presence

Paige filed a written report, noting that we're up 22 more people on our FB page and that we continue to see increased traffic when we have an event coming up. She created an event for the Block Party. Patrick spoke with Wanda about the downtown Portland FB page, and she is willing to give us access to that page, as long as she remains an administrator. Patrick reported that we have 80-90 Twitter followers.

Project 4 – On the Street

Julie reported that "On the Street" is on track; she's received Diane's article on Bernie Pelc. Patrick will write a "Meet Your Neighbor" article on Ron Evans (Portland Area Service Group) for July.

Project 5 – Main Street Gab

Patrick suggested going to twice per year with the *Gab* in light of the difficulty in getting someone to take this over.

Project 6 – Manager Articles

See Project 1.

b. Objective 2 – Develop a funding plan

Project 1 – Implement the funding plan

Julie distributed a worksheet for the committee to consider and discuss. She reported that she has not received funding worksheets from any committee chairs.

Project 2 – Oktoberfest

Joel reported that the committee is on target, with the next meeting to be held in June.

Project 3 – Big Beer Run

See Oktoberfest report.

Project 4 – Tag Sale

No report until fall, when planning begins for the 2012 event.

c. Objective 3 – Volunteer recruitment & training

Project 1 – Implement recruitment & retention plan

Julie distributed the worksheet for the committee to consider and discuss. She has received the ER questionnaire but no others.

Project 2 – Annual volunteer recognition event

July 14 is this year's event. Julie asked chairs at the April and May MS board meetings to send her their volunteer-of-the-year selections. She has only received Diane's so far. The committee selected the Horizon Award winner.

Project 3 – Create effective training & orientation DVD

Tutt reported that he is on target. Patrick has given him photos, and he is in the process of sorting them. The committee discussed MS purchasing a Zoom video camera, which could be used for this video and all of our events and activities. Patrick will take the request to the Board in June. Julie will send him information on the camera.

III. Member Comments

a. Volunteer hours

Joel–4; Jim–4; Tutt–3; Julie–9; Paige–2 (Total: 22)

Other comments

None.

IV. Next Meeting

The next meeting will be held on June 15, 2011, 7:00 p.m., City Hall. Julie asked to be excused from that meeting.

V. Adjournment

Motion by Jim, second by Joel to adjourn. Meeting was adjourned at 8:11 p.m.