

Agenda
Organization & Finance Committee
July 20, 7:00 p.m. (City Hall)

I. Call to Order

Meeting was called to order at 7:03

II. Attendance

Jim, Joel, Julie, Patrick, Tutt, Paige

III. Approval of Minutes

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

IV. Manager's Report

- a. **General report** -- Patrick reported on upcoming events and trainings.
- b. **Great American Main Street** – Patrick reported on the requirements for applying for Great American Main Street. Much of this will fall within O&F's responsibilities.

V. Work Plan Review & Update

- a. **Objective 1 – Conduct PR for Main Street** – On track
 - Project 1 – Continue media releases** – On track
 - Project 2 – Website maximization** – On track and continues to grow
 - Project 3 – Maximize social-media presence** – On track and continues to grow. Patrick and Paige will discuss strategies with Wanda to make the most of the Downtown Portland page.
 - Project 4 – On the Street** – On the Street is on track, but Julie needs more assistance with articles, especially committee events and activities, along with “Meet Your Neighbor” articles.
 - Project 5 – Main Street Gab** – The committee discussed strategies to get the Gab back on track.
 - Project 6 – Manager Articles** – The committee discussed ways to help Patrick get these on track, although all agreed that we already have a strong media presence with press releases.
- b. **Objective 2 – Develop a funding plan**
 - Project 1 – Implement the funding plan** – The committee discussed ways to get the other committees to supply the necessary information to get this plan done.
 - Project 2 – Oktoberfest** – Joel reported that the committee is on track for this and the accompanying Big Beer Run
 - Project 3 – Big Beer Run** – See above
 - Project 4 – Tag Sale (no discussion until fall)**
- c. **Objective 3 – Volunteer recruitment & training**
 - Project 1 – Implement recruitment & retention plan** – The committee discussed ways to get the other committees to supply the necessary information to get this plan done.

Project 2 – Annual volunteer recognition event (post-event report) – The Committee determined that this year’s event was a success. Next year, we may want to give the awards during the band’s break instead of before the concert.

Project 3 – Create effective training & orientation DVD – The committee discussed the need for a camera, along with strategies for completing the video.

VI. Member Comments

- a. **Volunteer hours**
- b. **Other comments**

VII. Next Meeting: August 17, 2011, 7p.m.

VIII. Adjournment