

Promotions and Marketing Committee Meeting – 8/24/11 (6:30pm)

Present: Becky Ward, Nicole Sunstrum, Patrick Reagan, Wanda Urie, Cathy McCann

Guest: Mary Stotler – MMSC

Absent: Rush Clement

- I. Call to Order
- II. Portland Pay Day
 - a. June 15 – August 31
 - Article in R&O on prize party.
 - 19 participating businesses
 - Entries have been strong
 - Prize party on September 8 at 7:00 pm
- III. Cooperative Radio Advertising
 - a. Ads for Main Street have been switched back to Portland Pay Day
 - b. Ends August 31, 2011
- IV. Wine the Walk
 - a. This event was a good start for the 1st year
 - b. Estimated attendance was between 300-400
 - c. Patrick thanked sponsors and volunteers
 - d. Ideas were discussed for 2012
- V. HolidayFest 2011
 - a. Event length – P&M Committee believed 2 days is sufficient length
 - b. Activities and events schedule – to be determined
 - c. Carriage Rides – same as 2010
 - d. Snowball Drop – discussion took place over increasing the amount of snowballs. Discussion also took place on having a vacant “drop zone” for balls to land first before being picked up.
- VI. Adjournment (7:30pm)