

# NEWPORT CITY DOWNTOWN RENAISSANCE PROJECT

## PROMOTION COMMITTEE MEETING

Promotion is the marketing component of the revitalization process. It involves letting residents, investors, and visitors know what your downtown has to offer by promoting both individual businesses and the district as a whole. Effective promotion enhances the image of downtown as an exciting community center and meeting place, with activity, thriving stores, successful business, and quality service. Successful promotion involves:

- promoting the goods and services offered by downtown businesses
- organizing special events to bring people downtown
- developing ongoing programs to build a positive image of the commercial district
- establishing a marketing identity for the downtown, including a logo
- publicizing the downtown district’s successes

**Promotion** creates excitement downtown. Street festivals, parades, retail events, and image development campaigns are some of the ways the Newport City Downtown Renaissance Project encourages customer traffic. Promotion involves marketing an enticing image to shoppers, investors, and visitors.

**April 12, 2007**

		<i>Action Requested</i>	Next Steps
12Noon – 12:10pm	<b>Welcome</b> 1. Review minutes & next steps from last meeting 2. Update/news we can use	* <i>sign-in sheet</i> * <i>update from Newport Rec Dept</i>	
12:10 – 12:15pm	<b>Promotion Committee: Committee Leadership &amp; Structure</b> 1. Chair of the Committee?	* <i>Review job description</i> * <i>Elect Chair of the committee</i>	
12:15 – 12:20pm	<b>“Open Flag”</b> 1. Update	* <i>Report from Jennifer</i>	
12:20 – 12:30pm	<b>“Newport Passport”</b> 1. Elements 2. Events 3. General promotion	* <i>Report from Susan Lynn (in absentia)</i> * <i>further brainstorm</i>	
12:30 – 12:40pm	<b>“Rails to Sails”</b> 1. 1. Update	* <i>Eric provides update on schedule, etc.</i> * <i>Special Events?</i>	
12:40 – 12:55pm	<b>“Newport Belle”</b> 1. Update	* <i>Nancy Cook updates on boat construction, delivery and availability for cruises</i>	
12:55 – 1:00pm	<b>Did we accomplish objectives of meeting?</b> <b>Were new issues raised?</b> <b>Next steps?</b> <b>Next meeting:</b>	* <i>Review ‘next steps’</i> * <i>Agree on next meeting dates</i>  <i>Adjournment</i>	