

Marketing Committee
March 19, 2024, 3:00 p.m. – 4:30 p.m.
Meeting Notes

Attending:

Rebekah Golden – Hoyt Arboretum Friends (HAF)
Chris Finks – TriMet (TM)
Alli Gannett – World Forestry Center (WFC)
Gretchen Humphrey – International Rose Test Garden (IRTG)
Megumi Kato – Portland Japanese Garden (PJG)
Meghan McCloskey – Explore Washington Park (EWP)
Ashley Peters - PJG
Chirona Silverstein – EWP
Zoe Tuan – EWP
Hallie Wilkerson - EWP
Alysa Wulf – Oregon Zoo (OZ)

Guests:

Maritza Collazo – TM

Partner Updates:

Megumi (PJG): Cherry blossoms are in bloom at PJG which is a great driver for visitation. Leading some spring visitation campaign and there is a new art exhibition called “Vision of Place.” It is a photography campaign that features photograph of Sapporo, who Portland has a sister city relationship with. Hiring some seasonal staff as we head into the nice weather. Membership campaign in April which is paid media, social media, newsletters, and emails to current members.

Rebekah (HAF): Currently there is a lot of marketing support for upcoming programs such as spring break exploration stations and supplemental activities for families to take out on the trails. New homeschool programs for 5 – 14-year-olds where children can participate in field trips. This is a pilot program for April, May, and June. On track to break the record for the most students on field trips in a single season. Public tours on Sundays begin in April and the Summer Free for All with PPR is scheduled with a concert in Stevens Pavilion on August 1st.

Gretchen (IRTG): Garden is waking up and pruning occurred down below the knee in the first week of February. Extensive work being done to extend the Queens Walk leading down to the Shakespear Garden. The Rose Garden store opens on Friday, March 22.

Chris (TM): April 26 – May 1, TriMet will be hosting American Public Transit Association convention with about 3,000 people. Also hosting the International Bus Rodeo with Drew Carney which will include tours on the Interstate Bridge to Robertson tunnel. Opening the extension of MAX Red Line on August 24 which will take you from Hillsboro airport to PDX airport and there will be targeted marketing with cultural events to celebrate this opening. The Explore Portland campaign is a big social media push as well as 30 other events.

Alysa (OZ): Next Saturday, Hop Into Spring event at the Zoo which is geared towards the age 10 and under crowd. Promotion of summer events such as the 21+ Zoo Brew in June, as well as the all-ages Zoo Nights series on Fridays, for 10 weeks in a row featuring local bands.

Ali (WFC): Current ongoing art exhibit at Discovery Museum called “State of the Forests” which goes until April 30. Gearing up for the next exhibit called “Tree People,” which is a photography exhibit. Wildfire preparedness weekend on April 27 and 28 with free exhibits and workshops. Working on creating new collateral and branded items for WFC such as coloring pages and postcards.

Meghan (EWP): Working on the One Park campaign which will promote everything there is to do in Washington Park Park. Rather than wrapping the Line 63 buses, EWP will be putting ads on 36 buses throughout the City of Portland. The artwork will be shared with the marketing committee for approval. Also working on the Transit Pass Program through tabling events to hand out free TriMet passes to underserved communities, as well as flyers with discount program information. Lastly, there will be a lot of construction in the Park this summer and EWP is navigating the messaging and increased services behind this issue.

Meghan also handed out coloring pages for the marketing committee review. EWP is open to any feedback on these sheets and will email out a digital version to the committee members who are virtually attending.

Washington Park Winter Photoshoot

Meghan shows photos from the winter photoshoot to the committee and the intention behind these pictures are to be stored in a shared asset library, which will need to be created. She will share these photos with all committee members and any feedback or approval is welcome regarding how to move forward with the institutional photos.

Partner Toolkit

Meghan transitions to her presentation of the Washington Park Partner Toolkit that was proposed by Gwen with Sparks + Sullivan to streamline communication efforts across Washington Park. This is intended to be an internal document used for reference and any feedback is welcomed.

Megumi suggests some helpful context to introduce this document so it can be easily provided to other staff members or partners who are not a part of this committee. There is also consideration behind a marketing schedule/calendar such as media release and events.

Rebekah suggests a directory for committee members and marketing contacts. She also acknowledges that the archery range may be outside Hoyt Arboretum boundaries.

TriMet “Explore” Campaign

Maritza begins her presentation on TriMet’s “Explore” spring/summer 2024 campaign. This is a digital and radio promotional effort with partners aimed at inspiring people to discover new destinations. The partnerships focus on destinations located along public transit to highlight new locations and events. TriMet will be creating video content and working with local influencers to create visuals.

Some of the benefits behind this campaign for partners includes cross-promotion, connection to the community, and free ad campaigns for partners. If anyone is interested in this partnership with TriMet, feel free to reach out.