



Marketing Committee
May 21, 2024, 3 – 4 p.m.
Via Zoom

Meeting Notes

Attending:

Alli Gannett – World Forestry Center (WFC)
Meghan McCloskey – Explore Washington Park (EWP)
Ashley Peters – Portland Japanese Garden (PJG)
Chirona Silverstein – EWP
Zoe Tuan – EWP
Hallie Wilkerson – EWP
Alysa Wulf – Oregon Zoo (OZ)

Committee Principles + Purpose

Meghan begins the meeting with a discussion regarding the purpose and goals of the marketing committee and what the members would like to get out of this group. EWP leadership believes this committee is for community building, opportunities such as cross-marketing, to propel the One Park vision, and for partners to guide EWP on their service. EWP views themselves as a service organization to Park visitors as well as the cultural institutions within the Park.

Ashley states that she appreciates the Park updates, such as road closures and construction within the Park.

Meghan mentions that there is now an EWP webpage dedicated to these construction updates and road closures. The link will be shared with the committee.

Alli wants to continue to share events amongst this group. As someone who is new in their role at WFC, it is a great opportunity for cross-promotion.

Partner Updates

Alysa (OZ): Entering peak-season and preparing for the 21+ Zoo Brew event on June 7 and 8. The all-ages Zoo Nights series will be on Friday nights throughout the summer. The Oregon Zoo bond is on the ballot and waiting to hear whether it passed or not to determine their future steps.

Ali (WFC): Next Discovery Museum exhibit opening on June 1 is called “Tree People.” The opening reception is on May 30 and the committee members are invited to attend. This year there will be a trial Summer event program within the Discovery Museum with events that are easy to put on to help marketing the Museum.

Ashley (PJG): CEO announced his retirement which has been communicated to all the PJG members. The organization will have more information in September about the next steps regarding this change. Launched a campaign with Expedia which is a new effort to target tourists. “Behind the Shoji” market begins June 9 which is a big market with Japanese wears and gifts.

Meghan (EWP): Peak-season preparation with five shuttles on Memorial Day weekend. There are now 36 TriMet buses with Washington Park ads which will run through July, along with the completion of the One Park commercial produced by KOIN. The TriMet station will be updated with posters and floor graphics this month and the RTO transit program has been successful in passing out many transit passes and developing partnerships with other organizations.

Ali asks if there is opportunity for advertisement of monthly events within the Washington Park Free Shuttle.

EWP will discuss this concept with their operations team and see what the shuttle contractor allows in terms of advertising.

One Park Creative Presentation

The marketing committee is shown the photos that came out of EWP’s Spring photoshoot that will be available within the shared asset folder. Many of these pictures will be used as collateral to promote RTO efforts.

Meghan also informs the committee that she has been invited to be on the Portland CW Lifestyle show called “Everyday Northwest” to discuss everything happening at Washington Park this summer. She requests direction from the committee members on whether to mention their organization, and what to highlight. This request can be done via a follow up email.

Parkwide Email Marketing

EWP has never had a public facing email such as a newsletter, which has been requested by visitors to stay informed. Meghan is looking into starting this effort and wonders if the partners would be interested in this concept and featuring their organizations.

Visitors would likely have access to sign up through the website or social media, and it could also be advertised via QR codes at the visitor service booths.