

Outreach & Communications Subcommittees January 19, 2011, 4-5 p.m. 1900 Building, Suite 7100, CR 7E

Agenda

- 4:05 p.m. Welcome
- 4:10 p.m. Outreach and Communications Update
- 4:20 p.m. Brainstorm outreach and communications strategies for Phase 3 Fair events
 - A. Overview of fair events purpose and general set-up
 - B. Discussion questions for group:

Fair Design

1. How to best inform and engage new participants at the Welcome/About PP area of the fair?

Marketing/Outreach

- 2. Do you have any new ideas for us and/or CIC members about outreach to the greater community re: the fair?
- 3. What do you recommend as the communications messages for the Phase 3 fairs that will spark community members' interest in attending a fair?
- 4. Any other ideas or comments to help inform, outreach and engage Portlanders in the Phase 3 fairs?

General

5. Are there ideas from past phases of outreach that you liked or didn't like that we should continue in practice or not in promoting the Phase 3 Fairs?

4:55 p.m. Next Steps

5:00 p.m. **Adjourn**