



**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**