

## **Rockwood International Marketplace**

**Meeting Agenda and Planning Notes – Wednesday, March 3 2004**

**Kaiser Permanente – Conference Room 1A – just adjacent to pharmacy  
3 PM to 4:30 PM**

### **New developments:**

- Over 140 Vendors have expressed interest
- Weed and Seed will donate garbage bags
- Cantel Sweeping will sweep the parking lot each Sunday evening
- PGE will drop a line for electrical access (and may donate all power used)
- Viking Industries Diversity Team will send volunteers
- Gresham Fire Department may do a pancake breakfast on day of each weekend
- Verizon Foundation is considering assistance with marketing/promotional costs
- Gresham Youth Council may send volunteers
- City of Gresham Neighborhood Involvement grant – application for \$15,000 in project support
- City of Gresham transportation – don't anticipate any ingress/egress problems with site

### **Welcome and Intros:**

#### **Vendor recruitment and training: Mercy Corps and MHCC**

Training schedule and curriculum  
Orientation session  
Estimate of marketplace vendors

Registration forms and materials – will all be posted on the web site

#### **Marketing: Choose logo design for Marketplace – 4 have been submitted**

#### **Marketing Priorities (contingent on budget)**

General brochure – marketplace + permanent vendors  
Materials for Tri-met – connecting marketplaces  
Bus and train banner ads

#### **Wish List for donated supplies:**

Cardboard trash receptacles (NW Natural?)  
First Aid station  
Lawn Carts (6)  
Rope  
Stakes  
Tables and chairs  
Risers for entertainers and staging  
Dumpsters for trash  
Porta Potties (3)  
Container for grey water from food vendors

**Signs:** discussion on what signs we will need and in what languages....

Vendor Registration. Kaiser Parking Only, First Aid Station, Parcel Hold Station,

## **Rockwood International Marketplace – supply/tasks/volunteers**

Menu of volunteer tasks – each of the 5 weekends

1. Site mapping and staking – 3-5 persons

Map out the 10 x 10 booth spaces, mark them with numbers

2. Electrical work – securing access to drop box – trouble shooting, cords, wiring etc.

Should have one licensed electrician in this crew.

3. Registration check in – assist with set-up 6 persons

General help to handle large numbers of persons seeking to check in and be assigned a booth space. Need wagons or lawn carts to help with set up and take down

4. Entertainment assistance – 6-8 persons

Help with set-up of equipment, access to staging, etc. Also help pass the hat to get donations after each performance; create excitement along the MAX line to encourage people to depart at Ruby Junction...

5. Traffic and parking assistance/control: 4 persons – 2 at each entrance

6. Volunteer first aid/paramedics

7. Purchased goods table – place to hold items for folks until they are ready to leave... 2 volunteers

8. Promo teams – to canvas the area/neighborhoods: clown patrol, classic car parade,

Others:

### **Web page design and set-up:**

Include all supporters/contributors as banner ads – acknowledgement of contributions

Set up a job board – for vendors who need part time help or piece work

Add vendor training dates to calendar and include curriculum

### **Planning process for 2004 events – secure leads for each weekend:**

#### **Activities/tasks common to each weekend: Lead – Joan Pasco**

Vendor registration – food and artisan

Set-up and take-down

Clean-up – garbage patrol: Cantel Sweeping, Michael Wagoner – will sweep the parking lot each Sunday at no charge

Site design

Insurance

Electricity

Porta-Potties

Marketing all as a group – plus the independent marketing for each weekend event

**Activities/tasks unique to each weekend – lead: Michelle Browse-Peoples**

**May 22-23: Rock Soup**

Planning team: Dina Dinucci and Joan Pasco + members of 2003 planning team

Clown Patrol, seeking clowns from many cultures, Hot Rod Council tour of Rockwood, Rock

Soup events on Sunday – Alder School highlights on Saturday

Entertainment: youth groups, Vagabond Opera,

Children's activities

Unique draw

**June 19-20 – Juneteenth Summer Solstice, Indian Art NW**

Planning team contacts: Roy Jay, Quintna Gallery, PSU Native American Cultural Center, NAYA,

Entertainment: Warm Springs drummers, Vagabond Opera

Children's activities

Unique draw

**July 17-18: Sister City celebrations – 4 city event**

(July 14<sup>th</sup> is the French International Celebration)

Planning team: Sister City Association ??? Gayle Parker, Jaime Lim?

Entertainment:

Children's activities

Unique draw

**August 21-22: Cultural Celebration – Russian, Ukranian, Russian Orthodox?**

Planning team: Ken Onyima and Joan Pasco, Oleg Butin, Anna – Russian Community

Entertainment:

Children's activities

Unique draw

**September 18-19: Mexican Independence Day**

Planning team: Hispanic Metro C of C ???

Children's activities

Unique draw

**Marketing strategy: see attached schedule**

**Marketing and Outreach for customer base:** Oregon Statewide Diversity Calendar, Tri-met, Saturday Market and Gresham Farmers market – joint efforts, logo, design work needed – contest??? Work with Cinco de Mayo – Dotty Flores; PSA's, videos of other markets, presence in libraries and other public places,

### **Rockwood International Marketplace Marketing Plan - 2004**

Media coverage to date:

November 26<sup>th</sup> : Hispanic News – Rockwood International Market starts to take shape

January 23<sup>rd</sup> - Oregonian – Ethnic Market coming to Rockwood - Marketplace overview

### **Marketing Product need:**

Press Releases for each weekend event

PSA's radio and TV

Brochure – all five weekends

Vendor handbook – details for marketplace

Site map - layout

Translation services for all written materials

All products: include Kaiser Permanente and Regional Investment Board support for project

### **Other grants pending:**

- NEA - \$48,000 for marketing and promotion of activities post start-up – awards not announced until April with projects to begin in June 2004.
- Verizon Foundation: \$9500 for marketing assistance – they make decisions fairly quickly – should have an answer by mid February
- Paul Allen Foundation – March 31<sup>st</sup> round...\$25,000

### **Suggestions for additional grant funding:**

\$15,000 request - Outreach and marketing materials: \$10,000 + Technical assistance/coordination: \$5,000

\$12,000 request – volunteer coordination for security and clean-up + coordination

\$8,5000 – music and entertainment + coordination

\$8000 - support for vendor training

\$5000 – signage – translation services to make signs in 5 languages

\$7000 – educational services – teaching craft and art forms in schools – next school year

\$10,000 – cultural outreach into schools – coordinating vendors to perform/demonstrate/give discussion and presentations in area schools

Other ideas????

## **International Marketplace – Organizational Management Issues – worksheet - background**

Must be managed by a 501 c3 organization: either under an existing organization, or creating a new non-profit for this specific purpose – Sister City or East Metro Arts and Culture committee – or combination of both...ECOS will serve as the umbrella agency until a new organization is in place to take this over.

Issues for consideration:

- Capacity to manage hire/fire and supervise marketplace staff
- Ability to set up a separate planning team (comprised of vendors) under the non-profit umbrella to run the day-to-day issues of the marketplace
- Interest and ability to attract volunteers to work with marketplace staff to coordinate events and on-site logistics
- Ability and capacity to track job creation and economic factors on an on going, year-to-year, long term basis
- Capacity to continue to procure new funding from foundations, public sector and other sources
- Liability – must be insurable/bondable
- Fiscal responsibility
- Ability to assist with long range planning and forecasting for the marketplace
- Ability to help vendors transition from week-end to other retail sales – on-line, storefront, etc
- Tasks will include expertise in marketing, advertising, promotion
- Understanding of cultural aspects/habits/customs for vending vary in other cultures
- Training for vendors and marketplace staff

**Next Meeting:** April 7, 2004 – 3 PM, Kaiser Rockwood Facility – Conference Room 1A – just adjacent to pharmacy.

Rockwood International Marketplace  
 Marketing Worksheet – input from November 3, 2003

Who do we need to reach?  
 What do we want them to do?  
 What is the best message for each?  
 What are the vehicles for outreach?

	Vendors	Public	Music	Food	schools	Teach
General informational brochure	X	X	X	X	X	X
Incentives to participate – one pager	X			X	X	
School activity calendars						
Workshops – Entrepreneurial training How to market, build capacity, and distribute products	X			X		
One-on-One contact with groups/individuals	X		X	X		X
Banners on light poles		X				
Media outreach	X	X	X	X		X
TV		X				
Radio		X				
Newspapers	X	X				
MCTV		X				
Free monthly newsletters – chambers/city etc						

Ideas:  
 Engage the Reynolds HS DECA marketing students