

Rockwood International Marketplace

Meeting Agenda and Planning Notes – Wednesday, April 7, 2004

**Kaiser Permanente – Conference Room 1A – just adjacent to pharmacy
3 PM to 5 PM – Vendor Orientation following meeting**

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 will do a pancake breakfast on Sunday, May 23
- Verizon Foundation has donated \$9700
- Gresham Youth Council may send volunteers
- City of Gresham Neighborhood Involvement grant – application for \$15,000 in project support – announcements to be made soon
- City of Gresham transportation – don't anticipate any ingress/egress problems with site
- Temporary Use permit has been submitted to the city
- Registration materials translated into Russian and Spanish – need Asian languages

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: Outreach for vendors high priority for April - May

Marketing Priorities (contingent on budget)

Signs and banners for poles at Kaiser
General brochure – marketplace + permanent vendors
Materials for Tri-met – connecting marketplaces
Bus and train banner ads
T-shirts for volunteers?

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,

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 14th 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:

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 26th : Hispanic News – Rockwood International Market starts to take shape

January 23rd - Oregonian – Ethnic Market coming to Rockwood - Marketplace overview

Weekly event listings on calendar pages – Gresham Outlook and Oregonian

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. Verizon Foundation and Regional Investment Board support for project

Other grants pending:

- NEA - \$48,000 for marketing and promotion of activities post start-up – we were not awarded this grant
- Paul Allen Foundation – March 31st 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

Next Meeting: May 5th – 3 PM Kaiser Rockwood Conference Room 1A.