



Portland Downtown is in the business of maintaining a clean and safe downtown while building and promoting a vibrant business, residential and tourism destination.

**Board of Directors Meeting
Thursday November 17, 2016 9:00 – 10:30 am
549 Congress Street**

A. Welcome

- Introductions (9:00-9:05)

B. City Manager Jon Jennings (9:05-9:35)

C. Motion to accept: (9:35-9:45)

- October 13th Board Meeting minutes
- October Treasurer's Report and discussion

D. Committee Minutes: (9:45-10:00)

- Motion to Acknowledge as Printed: Events, Merchant, Marketing, NLOC, District & Community Services, Parking & Transportation

RESOLVED: that the following Minutes of recent Committee Meetings be and hereby are acknowledged:

- Events Committee (10/5/16)
- Merchant (Retail) Committee (10/6/16)
- Marketing Committee (10/11/16)
- Night Life Oversight Committee (NLOC) (10/12/16)
- District & Community Services Committee (10/20/16)
- Parking & Transportation Committee (10/26/16)

E. Other Committee Reports: (9:40-10:00)

- Advocacy
 - Update on Benchmarking Ordinance by City for Building Owners
 - Update on Parking Study with City of Portland (with help of PD funds)

F. Executive Directors update – See distributed handout from Casey (10:00-10:15)

G. Other Business: (10:15-10:30)

- Holiday Events – Board participation
- Committee priorities for remainder of 2017 fiscal year shared by Chairs of Committees
- “Anything Helps God Bless” performance at Portland Ballet Studio Theatre
- MANP conference attended by Casey and Denine – should we consider Board Retreat?
- Base Contract/Supplemental Services Agreement ad hoc committee

Portland Downtown Board of Directors
Board Meeting minutes
Thursday October 20, 2016
549 Congress St



Present: Denine Leeman, Josh Benthien, Ken Cianchette, Anastasia Contos, Phil Haughey, Sarah Martin, Brad McCurtain, Mike McDonald, Trish McLellan, Suzie Rephan, Alen Saric, Penny St. Louis, Robyn Violette, Kim Volk

Guests: David Packard, Matt Vieth

Absent with notice: Greg Mitchell, Erik Urbanek

Staff: Casey Gilbert, Taffy Eaton

Minute 1. Denine called the meeting to order, asked for introductions and welcomed David Packard and Matt Vieth as Appointed Interim Board Members until the June election. Denine invited David and Matt to give brief bio's.

Minute 2. Motion to accept

- a) **September 15th Board meeting minutes:** On a motion made by Robyn Violette, seconded by Trish McLellan and unanimously adopted, it was

RESOLVED: That the minutes of the Board Meeting of September 15th be and hereby are accepted as proposed.

- b) **September Treasurer's Report:** Casey gave the report in Erik's absence. The new variance report/monthly memo is in the packet. On a motion made by Mike McDonald, duly seconded and unanimously adopted following a discussion in which the following points were raised:

- Erik is very active and engaged
- The basic message is that we are on budget. Some variances are explained as timing issues and will be corrected.
- Guides expenses – expenses are split between Q1 and Q4
- One-time expenses – HOME Team annual contribution, Learning Works \$6,000 contribution, Pandora's deposit
- Income is on budget with assessment payment are coming in monthly
- Brad asked about property owners who do not pay the Portland Downtown assessment tax in a timely manner. He wonders whether the City should be paying those DID taxes to Portland Downtown even though they have not been collected. Are they?
- Does Portland Downtown receive late payment interest on assessment that is charged by the City? Denine thought that interest was a "collection" fee for the City, not an interest earned for PD. Casey will look into it.

it was

RESOLVED: That the September financial reports are accepted as presented.

Minute 3. Committee minutes:

The Chair requested acknowledgement of the enclosed committee reports: Merchant Committee, Events Committee, Marketing Committee, Night Life Oversight Committee, District & Community Services Committee, Cultural Committee and Parking & Transportation Committee. On a motion made by Alen Saric, seconded by Brad McCurtain and unanimously acknowledged following a discussion in which the following points were made:

- Merchant Meeting – can the CVB compare how the 25% return tourist activity compares to other cities?
- Marketing Committee – Minute 3, products to sell: are Liberty Graphics and LT's in district? Yes.

- District & Community Services –
 - What will happen to the abandoned bicycles in the garage? They are not in good shape so they cannot be used as Bike Share bikes. The City will donate them to a non-profit for parts.
 - The Downtown Experience Liaison reports that Amy is putting together are terrific. She is fulfilling the role she was hired for.

it was

RESOLVED: That the following Minutes of recent Committee Meetings be and hereby are acknowledged:

- Merchant (Retail) Committee (9/1/16)
- Events Committee (9/7/16)
- Marketing Committee (9/13/16)
- Night Life Oversight Committee (NLOC) (9/14/16)
- District & Community Services Committee (9/15/16)
- Cultural Affairs Committee (9/20/16)
- Parking & Transportation Committee (9/28/16)

Minute 4. Other committee Reports:

- a) **Advocacy:** Proposed Benchmarking Ordinance by City for Building Owners discussion: Casey distributed her prepared statement to City Council. Does the Board want her to email City Councilors, still give a public statement or both? Both, Portland Downtown needs a presence at the November 7th City Council meeting.

Discussion:

- Third paragraph - explain that when tenants have utilities in their name, they do not have to report them and it is impossible to get that private data.
- Denine explained that the Executive Committee empowered Casey to speak on the Portland Downtown Boards' behalf due to the short notice regarding the meeting but at this first meeting after that action, we are going over the issue as required in our advocacy policy for discussion and dissemination of the information.
- Denine let the Board know that Jon Hinck reached out to some businesses - Denine Leeman and Tim Soley with East Brown Cow Management, Trish McLellan and Vin Veroneau with JB Brown, Jim Brady of The Press Hotel and CPB2, LLC and a future resource for energy efficiency in NEEP (Northeast Energy Efficiency Partnerships) Carolyn Goldthwaite. He wanted feedback on the proposed Benchmarking Ordinance. These business owners assured Councilor Hinck that voluntary initiatives are in place and moving forward.
- Brad commented on "Vote against" in the last paragraph. The Portland Community Chamber and 2030 District are aligned with PD on this. Sierra Club and some residents are in favor of the ordinance.
- Casey urges the Legal Committee to look into formalizing a policy that would allow email voting by the Board in the future for emergency needs in getting permission for advocacy issues/quick response need items.
- Anastasia would like to see similar language to the 3rd paragraph in the 1st paragraph for emphasis
- Several councilors are against the ordinance, with some undecided. We will report back with any

updates.

b) **Legal Affairs Committee**

- Advocacy Policy: On a motion made by Penny St. Louis, seconded by Brad McCurtain and unanimously acknowledged following a discussion in which the following points were made:
 - Denine reminded the Board that they discussed putting an expiration date in it, forcing an annual review of policy. The policy needs to be monitored. The policy will be reviewed at the September 2017 meeting.

- All advocacy positions taken by Portland Downtown will be kept on a spreadsheet to be reviewed annually to see if it is still relevant or if it should be dropped as “active” advocacy issue.
- Brad has been on the other side of this policy in the past. It currently states that 51% is a majority vote and he thinks the voting margin should be higher. The wording will be changed to “Two thirds of those in attendance”.

it was

RESOLVED: That the Advocacy Policy is accepted as amended. Casey offered the Legal Committee administrative support – Taffy will amend the policy.

- Conflict of Interest Policy: On a motion made by Brad McCurtain, seconded by Phil Haughey and unanimously acknowledged,

it was

RESOLVED: To accept the Conflict of Interest Policy as written. Ask Taffy for a copy of the policy to you if have not filled one out already and need one.

Minute 5. Executive Directors update (attached) - Casey

- Casey distributed copies of the MaineBiz Giving Guide and new nametags to each Board member present. Casey thought advertising in the Giving Guide was a good opportunity to get Portland Downtown’s name in front of the business community.
- Casey distributed her Executive Directors report and mentioned that she added a section on her involvement with the City. She gave updates on the Parking & Transportation advocacy letter, Sound Advocacy meetings, committee cliff notes and notes of interest. Board members should feel free to contact Casey if they see something in her report that interests them or that they have questions about.
- Casey reviewed the details of the new contract with the Portland Press Herald which both saves out of pocket costs on the contract commitment for advertising, as well as yields more revenue for Portland Downtown through printed Directory advertising sales.
- Sarah asked about the Housing Committee meeting. Casey said there will be a 2nd reading on November 22nd for landlord /tenant issues. Those interested in housing issues should reach out to Councilor Jill Duson.

Minute 6. Other business:

- Board Appointees for confirmation/vote by the Board: Denine noted that per the bylaws, Board appointees need to be ratified by the Board. On a motion made by Penny St. Louis, seconded by Kim Volk and unanimously acknowledged following a discussion in which the following points were made:
 - Denine met with everyone who expressed an interest in a Board position. She met with Susan Driscoll at Norway Savings Bank, Bangor Savings Bank and Matt Vieth of Machias Savings Bank to fill the Financial position.
 - Denine met with David Packard, a local resident and attorney, and Gary Smith who is an insurance broker on Pearl St and owns a condo on Market St for the Residential position. Susan Driscoll and Gary Smith withdrew their interest but are expected to be active members on the committees. Bangor Savings Bank had no current recommendations for Board placement

it was

RESOLVED: that Matt Vieth will fill the vacant Financial Board position and David Packard will fill the vacant Residential Board position for the remainder of the 2016-2017 fiscal year.

- Interim Vice Chair appointment for confirmation/vote by the Board: Denine asked Kim to recuse herself and Kim left the board room. Denine informed the Board that she asked Kim to help with the Vice Chair position. Kim is very interested in staying involved. On a motion made by Phil Haughey, seconded by Sarah Martin and unanimously acknowledged following a discussion in which the following points were made:

- Both Denine & Kim's terms are expiring in June so it may be a non-traditional role where Vice Chair takes the Chair position.

it was

RESOLVED: that Kim Volk has been voted in as Vice Chair for the remainder of the 2016-2017 fiscal year.

- Panhandling discussion at the District & Community Services committee meeting: Josh Benthien explained that panhandling is an ongoing concern by meeting attendees and he realizes that the City is not interested in pursuing the issue. The DCS committee wants to recommend to the Board that it be discussed at the Board level to see how, if at all, Portland Downtown wants to move forward.
 - Denine suggested it could take the form of a public forum
 - Sarah Martin suggested we get Preble Street, the HOME Team and Portland Downtown together first
 - Denine said the Board will have a discussion next month and take a formal vote
 - Josh suggested that each Portland Downtown committee discuss which constituents they would like present at an initial meeting.
 - Homelessness and panhandling are separate issues so having focus and correct language is important.
 - Casey added that Portland Downtown already has relationships with Preble Street and HOME Team through the Shop for A Cause event.
 - We need to find out where there's overlap among the organizations
- Brad expressed his concern with the downtown homeless population and the risks involved. Can we work with the City and Preble Street Resource Center to find a more secure location for them? Casey assured Brad and the Board that Amy Geren (our Downtown Experience Liaison) goes to the Long-term Stayers meetings and has an active role in working with local agencies to stay informed and involved. Amy will visit Brad to provide him with updates.

There being no further business to come before the Board, Trish McLellan made a motion to adjourn the meeting, Penny St. Louis seconded the motion and Denine adjourned the meeting at 10:20am.

Respectfully submitted,
Taffy Eaton, Recorder

Executive Directors Report

September 2016

City Hall Updates

Benchmarking Ordinance: The second reading of the benchmarking ordinance will take place on Monday, November 7th at the regular City Council meeting. On behalf of the board of directors, I have prepared a statement urging councilors to vote in opposition to the proposed ordinance. I would like the board to advise if they would like me to (1) email the statement to all City Councilors, (2) issue a public statement at the November 7th City Council meeting, or (3) both.

Housing Committee: The housing committee has been tackling landlord/tenant rights and housing insecurity – the first of many goals of the committee. The second reading of their recommendations, which have been drafted into an ordinance, will be presented on November 21st at City Council. The next topic that the Housing Committee will be tackling pertains to short term rentals (ie. Air BnB). If these issues relate to your business, I would implore you to attend housing committee meetings and to communicate with the housing committee chair, Councilor Duson.

Proposed moratorium: Moratorium can be a scary word, especially for developers. Councilor Ray has proposed a 90 day moratorium on the approval of site plans and subdivisions for any developments that are adjacent to public parks within the R-6 zone (Portland Peninsula) in order to “allow time to draft ordinances that could guard against such infringement on the essential character and open space of city parks”. If you have any questions or concerns about this moratorium, I would encourage you to reach out to Councilor Ray. A more detailed explanation of this proposal can be found in the October 17th City Council agenda.

Street Trees: The first reading of an amendment to Portland City Code Chapter 14 Land Use, Article V regarding street trees occurred on 10/17/16. The proposed text amendment would allow applicants to meet the site plan street tree requirements through a number of alternatives where planting street trees along the frontage of the development site is not feasible – including a contribution to the Tree Fund. The amendment also includes provisions to encourage the preservation of mature existing street trees.

Advocacy Letters

Parking & Transportation: I have an email out to Jeff Levine to get updates on the status of the City’s selection of a parking supply and demand study consultant. On Monday, October 24th, Amy and I will meet with City Staff, including Jessica Grondin and Jeff Levine, to discuss a multi-modal transportation marketing campaign. *Portland Downtown had recommended that the City update its parking and transportation studies, as well as engage in a marketing plan in partnership with Portland Downtown as part of its recommendation letter.*

Sound Advocacy: The Sound Oversight Committee, a committee of the City of Portland, will be meeting monthly on the 2nd Wednesday of each month at 5:00pm in Room 209 of City Hall. This meeting will be open to the public and will allow for public comment. The Police Department has replaced Sgt. Hutcheson with Lt. Cashman, who will serve on both the Sound Oversight Committee and will report to NLOC regarding liquor license holders who are up for renewal. Lt. Cashman will review the calls for service at NLOC, which meets on the 2nd Wednesday of each month at 3:30pm at 549 Congress Street. NLOC Committee is a committee of Portland Downtown. *Portland Downtown had recommended that the City require the Sound Oversight Committee to meet regularly and allow public input as part of its recommendation letter.*



DRAFT

**Events Committee Meeting
October 5, 2016 at 9:00am
549 Congress St**

Board members present: Ken Cianchette

Others present: Sally Newhall, Dawn Tully

Staff present: Casey Gilbert, Adam MacDonald, Taffy Eaton

Minute 1. Introductions

Minute 2. Update on Light Up Your Holidays business sign-ups (Registration opened September 16th and will close November 1st): Adam circulated the **attached** summary of registrations and sponsorships to date. Adam also set up an online tree submission form to consolidate the process. Casey reminded the group that these events are free to businesses to participate in. It is part of what Portland Downtown offers its businesses.

Minute 3. Updates and next steps for holiday events:

a) Tree Lighting, Nov. 25th –

- Dawn offered Circus Maine students to perform before the event. Casey and Adam will brainstorm the idea but the area might not offer enough space for the performers to perform safely.
- Offer a chance for the Monument Square tree to be carved into a sculpture and sell raffle tickets for the finished product. Perhaps too late for 2016 planning but it's an idea for 2017.
- MEMIC's sponsorship will be split between Tree Lighting (\$4,000) and Downtown Worker Appreciation Day (\$1,000). The VIP area will be in front of the stage with seating this year.
- AV Technic has a video wall that Sally has used or Headlight AV has screens.
- Casey will talk to Alex Gray (Waterfront Concerts) about staging and video walls

b) Merry Madness

- Casey reviewed her proposal (**attached**) and event set-up diagram.
- The Hyatt is the Exclusive Hotel Sponsor and hopefully will offer Stay and Play packages
- AARP is a new sponsor. It's a good fit for the demographic of the event.
- We are still seeking a Presenting Sponsor who will get their logo on the back of the wine glasses. Cellar Door Winery turned the sponsorship down. Sally has a connection with Bettina at Cellar Door and will contact her because the committee believes she is very generous with her giving. Adam will contact Sweetgrass Winery.
- We order glasses based on registration numbers. This year we will stop registrations before the event and keep 100 glasses only for day-of registrations. The fee structure will be \$15 before 11/1, \$20 between 11/1 and 11/15 and \$25 day-of. We will communicate the reasons for this clearly.
- We will have passed hors d'oeuvres with napkins only
- Only sponsors only will be able to put items in the goodie bag
- No on-site raffle – registrants will automatically be entered in the raffle through the registration process
- **The committee approves the registration process as described above. The committee is also comfortable with passed hors d'oeuvres.**

Minute 4. Next meeting: **November 2nd** at 9:00am

Respectfully submitted,
Taffy Eaton, Recorder



*****DRAFT*****

**Merchants Meeting
October 6, 2016 at 8:30am
Bull Feeney's**

Board members present: Suzie Rephan

Guests: Christine Cummings and Curtis Picard with Retail Association of Maine

Others present: Tom Largay, Chris Riccardo, Susan Driscoll, Tom Gangewer, Chris Cummings, Sandy Jones, Jordan Simm, Steve Corman, Max Bangs, Ryan Harding, Jean Berg, Melissa Spoerl, Hannah Jackson, June Usher

Staff present: Casey Gilbert, Adam MacDonald, Taffy Eaton, Amy Geren

Minute 1. Suzie called the meeting to order and asked for introductions.

Minute 2. Review and approval of September 1st meeting minutes: Susan Driscoll made a motion to approve the minutes. Tom Gangewer seconded the motion.

Minute 3. Retail Association of Maine Legislative updates: Curtis Picard

- a) New overtime rules go into effect December 1, 2016 for salaried employees making less than \$47,000.
 - o The threshold currently is \$23,000 which is arguably low and it is doubling
 - o Maine senators are paying attention now but may not be able to recommend changes before December 1st
 - o Refers to employees that work on their own time, it's chargeable time.
 - o For employees who travel for work, travel time and work hours are counted.
 - o Curtis asked those present to reach out to Sen King's office. The Retail Association of Maine is recommending a slower ramp up or to lower the threshold from \$47,000.
 - o The salary threshold will be indexed every 3 years to jumping about \$20,000 – \$25,000 more
 - o Minimum wage indexing will increase to inflation
- b) Swipe fee relief for Maine banks – large credit card companies are working on raising swipe fees again next year which Maine banks have been exempt from until now.

Further information available here: <http://conta.cc/2dpr4rw> (also attached) and

http://www.maine.gov/labor/labor_laws/overtime.html

Also the Blog Post Curtis referenced:

<http://www.retailmaine.org/blog/2016/06/15/four-options-meeting-federal-overtime-rules/>

Minute 4. Street vendors group exercise - Casey

Street vendors are a problem throughout the City. In order for Portland Downtown to make an official presentation to the City to push back against the current ordinance, starting with today's meeting, we will start a Letter of Recommendations to be taken to the City. This is an open forum and Casey hopes that every voice here today will be heard. Casey divided the group into 3 small groups. There are 2 questions to address:

- 1) How are street vendors directly affecting your business?
 - a. Set up in front of our stores, essentially taking money from businesses
 - b. Street Vendors don't charge sales tax
 - c. Visitors bypass that area entirely to avoid street vendors therefore the stores also
 - d. Visitors think the street vendors table is part of store
 - e. Pedestrian safety concerns
 - f. Street vendors are selling the same or similar products that the stores sell

- g. The perception of Portland has changed for visitors
- 2) What are some ideas you would like to present to the City?
 - a. Street vendors should pay a permitting fee/be registered since retailers have to pay fee for sidewalk use
 - b. Street vendors should be required to pay sales tax
 - c. Street vendors should be required to display their permit
 - d. Retailers can rent the space in front of their store annually from the City for \$89.00. Propose a half price rate if many retailers want to rent the sidewalk space.
 - e. Are their parks they can use? The Marketplace fills up. Perhaps the Maine State Pier?
 - f. Define who's issue this is. Arts organization, Economic Development as opposed as Code Enforcement?
 - g. Change the way vendors are contained, have specific limitations
 - h. Vendors permitting fees could help pay for maintenance of the Marketplace or other space
 - i. Require extra space on sidewalks for ADA compliance. Currently there is no allowance for pedestrians when people are crowded around a table.
 - 3) Casey said we will go through the multi-step process of taking this feedback to the Board for discussion and approval. If it is approved at the Board level, we will hold public forums to gather further feedback then write a Letter of Recommendations to be presented to the City Manager.

Minute 5. Holiday events: updates and discussion - Adam

- Tree lighting – November 25th. We have performers lined up, Sarah Long will host, the Presenting Sponsor is Hood who will offer their 4 new egg nog flavors and bring a giant inflatable snow globe for photo ops. MEMIC is also a sponsor. The event will be marketed through TV ads, radio, and print.
- The kick off of the Window Decorating Contest is also that night. We need to encourage Congress St retailers to stay open until 8ish that night.
- Retailers can register to participate in the Window Decorating Contest, Shop for A Cause Day, Elfternoon Lunchtime Shopping and Merry Madness until November 1st. The window display judging categories remain the same as 2015.
- Shop for A Cause Day is November 26th – Milestone Foundation (The HOME Team) is the beneficiary. Portland Downtown will have stickers that customers will receive once making a purchase saying "I Shop for A Cause". It will make a visual impact seeing stickers around town.
- Window decorating – Exchange Street Dance Studio is offering live dancers or performers to perform in your window on the night of Tree Lighting.
- Portland Community Chorus reached out to us offering carolers. Sandy's granddaughter in South Portland High School is interested in having the chorus perform at no cost. Sandy will continue to try and reach out to Portland High too.
- Merry Madness – the kick-off party will be at Portland House of Music from 4-6 or 6:30pm. Final touches are being made to the event. Casey and Adam are considering closing on-line registrations early and have a limited number of wine glasses available that night to avoid overselling the event and disappointing late arrivals who won't get a glass. Vena's Fizz House will offer a recipe for a signature mocktail that retailers could use.

Next meeting: November 2nd at 9:00am, Top of the East, Westin Portland Harborview Hotel

Respectfully submitted,
Taffy Eaton, Recorder



DRAFT

Marketing Committee Meeting Minutes

October 11, 2016
8:30 AM.

Portland Downtown
549 Congress Street, Portland, Maine

Present:
Alen Saric
Susan Driscoll
Dawn Tully
Jean Berg

Staff:
Adam MacDonald
Taffy Eaton

Minute 1. Alen called the meeting to order

Minute 2. September 13th meeting minutes' discussion and approval:

- Adam will continue to look into eCommerce possibilities, showed the committee our ad in the MaineBiz Giving Guide and reviewed the Tree Lighting sponsorships
- Adam mentioned that he will be taking the idea of combining the Marketing and Events Committees to the Executive Committee

The minutes were unanimously approved.

Minute 3. Holiday event registrations for businesses: Adam distributed and reviewed the attached registrations and sponsorships summary sheet.

Minute 4. Merry Madness registration process and promo plan:

- a) Adam reviewed the results from 2015 registrations and the 2016 registration ideas (attached).
 - Early Bird discounts help with getting registration numbers early on so Adam can order glassware, etc.
 - Adam plans to work with our partners (Creative Portland, Chamber of Commerce) to distribute promo codes to their mailing lists
 - Cap the event at 1,200
 - We are passing on the cost of Eventbrite fees to registrants this year
- b) Review 2016 advertising plan/timeline
 - Adam will start the marketing campaign soon to gain hype
 - The suggestion was made to stop taking registrations 2 weeks prior to the event. Make sure marketing is clear that there are limited "day-of" tickets.
 - Adam would like to order glassware early
 - Bag item donations will be limited to sponsors
- c) Discuss glassware, shopping bag, Step & Repeat and other event visuals
 - This committee would like to know the costs of glassware, bags, wine, caterer, etc prior to deciding ticket costs. We need to break even or make money.

Jean had a question from a Congress Street merchant about how Portland Downtown plans to get shoppers uptown during Merry Madness. Adam reminded the committee that only 2 merchants in the downtown area signed up for the event in 2015. He is hoping that more will sign up this year. Discussion/ideas:

- a. Might do a coupon book for Arts District merchants in the goodie bag – good for only that evening
- b. If MECA is open, it might help bring shoppers up
- c. Adam talked about having a “Pop up” type location to bring several businesses together in one spot

Minute 5. Social Media update – Adam distribute the attached summary. In the interest of time, Alen asked the committee to review it on their own time.

Alen adjourned the meeting at 9:40.

Respectfully submitted,
Taffy Eaton, Recorder.



NLOC Meeting
Wednesday October 12, 2016 at 3:30 PM
Portland Downtown – 549 Congress Street

Present: Lt. Kevin Cashman (PPD), Tim Sweeton (State Theatre & Port City Music Hall), Tanner Herget (51 Wharf, Bonfire, Drink Exchange), Jessica Hanscombe (Business Licensing), Jon Dow (Waterfront Concerts), Bruce Mills (Amigos), Bob Ruminski (Mathews)

Board member: Robyn Violette, Sarah Martin, Alen Saric

Staff: Taffy Eaton, Casey Gilbert

1. **Introductions:** Sarah Martin opened the meeting and welcomed everyone. Introductions were made.
2. **Minutes:** Robyn made a motion to approve the September 14th meeting minutes. Tanner seconded the motion. The vote was unanimous.
3. **Review Night Life Issues/Calls for Service/License for November renewals (sent with the agenda):**
Lt. Cashman reviewed the calls for service in the packet
4. **Review of new and pending liquor licenses:** Jessica Hanscombe

October 17, 2016 applications

Tomaso's Canteen Inc. d/b/a Tomaso's Canteen. Application for a Class A Lounge at 18 Hampshire Street.
Application filed on 9/16/2016. New City and State Applications. Current location is Tomaso's Canteen. There is a Corporate Structure change of more than 10%.

November 7th applications

Forq LLC d/b/a Fork Food Lab. Application for a Class III & IV Beer and Wine Restaurant at 270 Lancaster Street.
Application filed on 10/6/2016. Applicant holds a current Food Service Establishment License and is upgrading to include beer and wine.

Minato, LLC d/b/a Izakaya Minato. Application for a Class 1 License with Outdoor Dining on Public Property at 54 Washington Avenue. Application submitted on 9/22/16. New City and State applications. Current location of Falmouth Flowers and Gifts.

5. **Other:**

- Sound Oversight Committee – Lt. Cashman told the committee that Chief Sauschuck would like to skip the October meeting since the Lieutenant has just started this position. The Chief would like have a meeting in November piggy backing on the NLOC meeting. Committee members are Lt. Cashman, Code Enforcement Officer Chuck Fagone, liquor license holder Bob Waitkevitch and sound engineer Jack Murray. Future meetings will be open forum with public comment welcome and will be held in Room 2009

at City Hall. NLOC committee members present today suggested the Sound Oversight Committee meet at 5:00pm following the NLOC meeting. Casey will confirm that the committee will meet following NLOC meetings. NLOC does not meet in December so Sound Oversight will meet in November then see about meeting in December.

- Is it possible to get monthly incident reports for Downtown? Trends are important to be aware of. Portland PD has a Crime Analyst, Nancy Valenti. Lt. Cashman suggested Casey send her a request requesting information.
- The November 9th NLOC meeting will review both December 2016 and January 2017 liquor license renewals.

6. **Next meeting:** November 9th, 2016, 3:30pm

Sarah adjourned the meeting at 4:00pm.

September 7, 2016 applications

Rising Tide Brewing Company, LLC d/b/a Rising Tide Brewing Company. Application to expand Outdoor Dining on Private Property at 103 Fox Street. Application submitted on 7/22/16. Applicant holds a current Brewery/Winery/Distillery Alcohol Service License with Food Service without Preparation, Entertainment without Dance, and Outdoor Dining on Private Property at 103 Fox Street.

Ocean Ave, LLC d/b/a Tipo. Application for a Class I FSE with Outdoor Dining on Private Property at 182 Ocean Ave. Application submitted on 7/15/16. New City and State applications. Current location of Borealis Breads Café & Bakery.



District and Community Services Meeting Minutes
Thursday, October 20, 2016 at 1:00pm
549 Congress St.

Board members present: Josh Benthien (Northland Enterprises), Ken Cianchette (Portland Properties), Phil Haughey (MHR Management), Anastasia Contos (Top of the Old Port Parking)

Others: Steve Kalisz (MHR Management), Steve Landry (Maine Historical Society), Christopher Papagni (CP Consulting), Art Johns (resident), Joan Dow (resident), Bill Daly (Westin Hotel), Kelley Craig (Ocean Gate Plaza), Jon Rizzo (CBRE|The Boulos Co), Stev Parker (Daggett & Parker), Jeff Laniewski (Unified Parking Partners)

Staff present: Amy Geren, Taffy Eaton

Minute 1. Josh Benthien welcomed everyone and asked for introductions.

Minute 2. On a motion by Ken Cianchette and seconded by Phil Haughey, the committee unanimously accepted the September 15th meeting minutes.

Minute 3. Potential Community Forum Panhandling discussion: Josh explained that he and Ken will take the discussion to the Board to see if the Board votes for the creation of an ad hoc committee to address the panhandling issue. We don't want to take time away from this meeting because there are many other issues to address. Discussion/comments:

- The City does not have an appetite to tackle the panhandling issue again
- We need to bring in the agencies who may oppose us to get all viewpoints
- Panhandling is different from homelessness and should be tackled separately
- We need to change how Portland is handling panhandling
- Ken passed around a sign-up sheet for those interested in serving on the ad hoc committee. We want to set an attainable goal. Phil Haughey, Kelley Craig, Joan Dow and Harold Pachios signed up.
- Other cities have tackled the panhandling problem via ordinances but since the City of Portland doesn't want to tackle it, we need to look into other avenues.
 - Possibly target a specific section of the peninsula?
 - Make it illegal to hand anything out of car?
 - Rejuvenate the Have A Heart, Give Smart campaign?
 - Ordinances that have worked have involved downtown areas, offering lots of other areas for them to go. It takes considerable effort to draft an ordinance.
 - Amy mentioned the upcoming performance piece (in December) about panhandling and will distribute the information

Minute 4. Energy efficiency tracking discussion: the Benchmarking Ordinance draft is available and has passed through the City's Energy Sustainability Committee.

- The ordinance vote was postponed to the November 7th City Council meeting partially because the 2030 District has just been accepted on a national level. There is some thought at the City level to wait and see how the voluntary 2030 District does before passing an ordinance.
- The ordinance concerns properties with over 50 units. Portland Downtown has come out as not supporting the ordinance and Casey will read a prepared statement at the November 7th meeting.
- How would the ordinance handle change of use of buildings?
- Contact City Councilors now with your opinions – some are in favor of the ordinance and some are against.
- Climate change advocates are pushing for the ordinance.
- We need an audit for specific energy uses, not data collection for no reason.
- The municipality is the largest energy user at this time
- The 2030 District has energy buying power also

Minute 5. DEL update: Street cleaning, trash/recycling containers, graffiti removal, cadet program (attached) – Amy

- **Trash/recycling containers:** the pilot program of new trash & recycling bins is underway
- **Downtown Beautification:** Amy will meet with the lead Longfellow House garden club volunteer to talk about what needs there are for Portland Downtown doing such a volunteer project.
- **Property owner snow removal information:** Amy is working on the snow removal information letter to be sent to property owners
- **Downtown Cadet program:** The cadets are done. Tony was hired by PPD. Amy is working on a full evaluation of the program - see the attached chart.
- **Graffiti:** Learning Works has made good progress. Amy has reached out to the Portland Mural Initiative and the Neighborhood Prosecutor for creating a plan to discourage graffiti. Murals are working well on Gold Street.

Discussion: Amy described the current graffiti removal process with Learning Works and responsibilities of the property owner. Portland Downtown donated \$12,000 to Learning Works last year and \$6,000 this year. The City took funding away from Learning Works and Portland Downtown did not have available funds in the budget to donate more. Portland Downtown used the balance of last years' \$12,000 (\$6,000) for staff technology updates.

Cumulative graffiti is evident and the current ordinance and the Learning Works Graffiti Busters program are not having the desired effect.

Suggestions:

- It is time for Portland Downtown to take responsibility because no one seems to be accountable. Portland Downtown's performance should be measured by facts. The biggest deterrent to graffiti vandals is prompt removal. The installation of cameras helps too.
- Perhaps allocate part of the assessment income to graffiti removal that Portland Downtown's public services crew removes.
- Increase assessment for this purpose?
- Talk to the building owner and bring them into "we all share this street" shame
- It is best not to post pictures because that's what the graffiti vandal wants
- There are ways around the liability issue as seen in other cities (Charlotte, NC)
- Graffiti is a community problem and we need to find an agreeable solution

Action items:

- 1) Josh and Ken will take these thoughts to the Board to see about allotting funds towards graffiti removal.
- 2) Amy will research other community efforts featured on IDA's site to see how they got around the liability issue.
- 3) The Supplemental Services Agreement will be looked at this year also so this might be the time to bring graffiti removal into the contract.
- 4) Josh and Ken want to get Jeff Tarling, the City Arborist, and Steve Early from Public Works together to discuss the best tree planting locations for greatest impact and chance of survival. We need comments for the Supplemental Services Agreement contract by January 1, 2017 so this is good timing.

Minute 6. Other business

- Art Johns, resident has concerns with loud music on Middle Street. Amy told him that the Night Life Oversight Committee is addressing the Sound issue. The decibel level is not the issue. Art feels that residents get overridden for businesses. Amy will connect him with Casey Gilbert and/or send info about the monthly Sound Oversight Committee meetings.

Josh thanked everyone present for coming today and ended by saying that it is time for addressing these bigger issues now.

Respectfully submitted,
Taffy Eaton, recorder

Update from your Downtown Experience Liaison

October 2016

Graffiti

- LearningWorks has made significant progress at the end of the season with removal from some long-standing vandalized properties.
- The process of working with the neighborhood prosecutor to inform property owners of their responsibility has been impactful as well, with several hard-hit properties making graffiti removal a priority. At Casey's request, I send some thank you notes to New England Telephone (Forest Ave. at Cumberland & Oak), The Beaver Block (496 Congress – Subway), and 50 Monument LLC (50 Monument Square – FedEx), letting them know Portland Downtown appreciates the impact their efforts have.
- I have reached out to the Portland Mural Initiative to see about collaborating on projects with downtown property owners.
- Next Steps:
 - Casey and I will be meeting with LearningWorks to close out the year and get feedback on the program.
 - Casey and I will be meeting with the Neighborhood Prosecutor at the Police Department for ideas on working with property owners to deter graffiti vandalism, including a potential mural initiative with the City's Historic Preservation department.

Trash/Recycling Receptacles

- I received color swatches from the new trash and recycling receptacle manufacturer and confirmed the color match with the City's Historic Preservation.
- Next Steps: Receive and place new trash receptacles.

Downtown Beautification

- I have a meeting scheduled with a Longfellow House Garden Club volunteer to get input on developing a downtown garden club that might assist public works with some planter maintenance. This program, when developed with enough detail, could be a good fit for some volunteers through Catholic Charities, an organization that works with immigrants while they seek employment.
- Next Steps: Tour the downtown district with the garden club volunteer for suggestions and create a volunteer program.

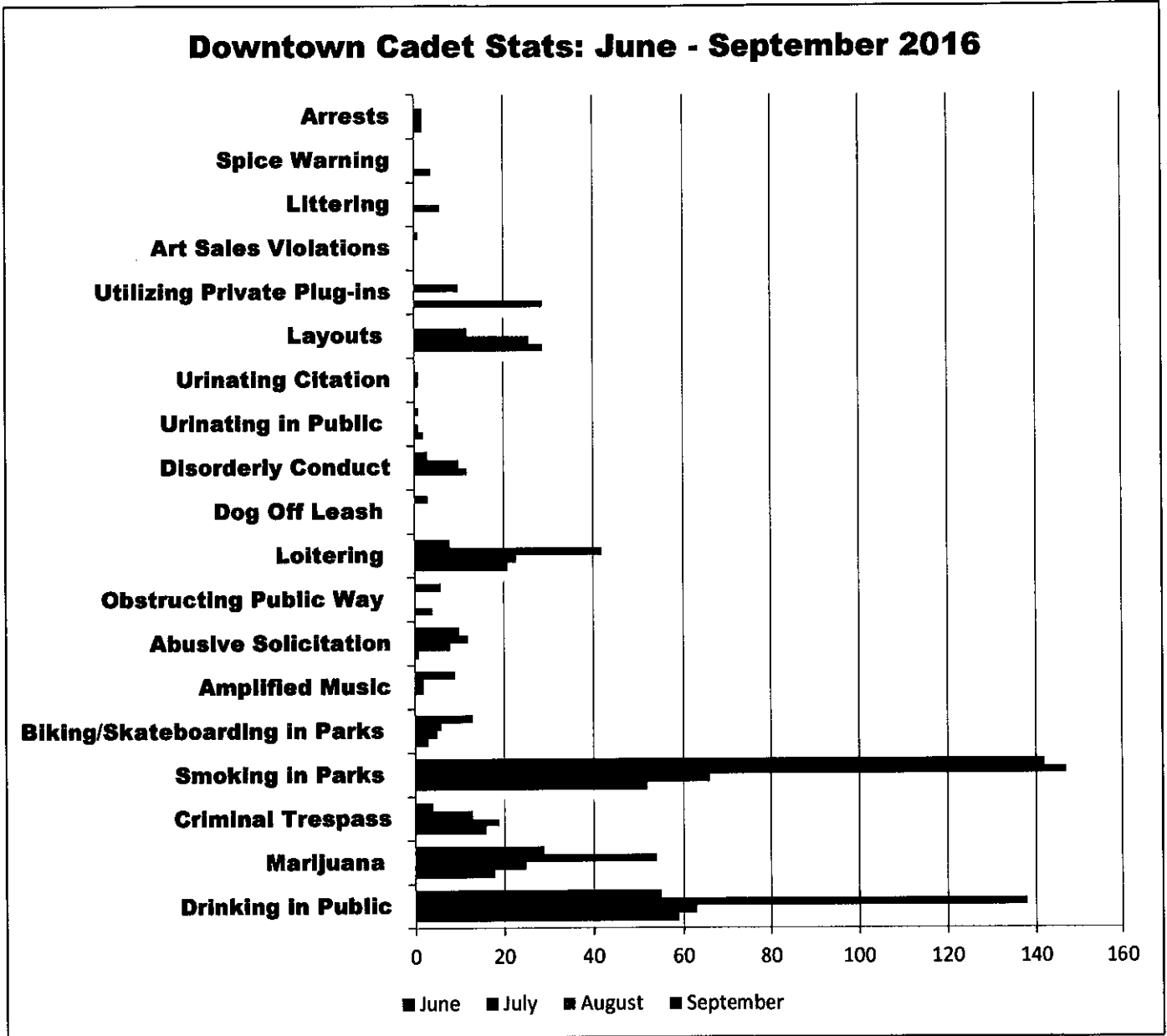
Property Owner Snow Removal Responsibility

- In preparation of the upcoming season, I have prepared a snow removal responsibility letter, similar to the graffiti responsibility letter we distributed in the spring. This letter summarizes property owner responsibility for snow and ice removal per the City of Portland's Code of Ordinances, and provides contact phone numbers for dispatch, parking ban information, and sidewalk compliance.
- Next Steps: Finalize letter to include asking business owners to remove signs, planters, etc. from sidewalks.

Downtown Cadet Program

- The cadets' last week of work was the week leading up to Columbus Day weekend.

- All stats are in and I interviewed two of the remaining cadets and their supervisor for program feedback from their perspective. I am working on a full evaluation of the program so we will have a full program description with stats to solicit supporting funds.
- Next Steps: Finalize cadet program evaluation and produce a thorough program description for potential funders.



Panhandling Discussion

- Casey and I met with Snowlion Repertory Company to discuss the upcoming production, *Anything Helps God Bless*, about the Portland median-strip panhandler controversy. The theater group is scripting a performance to share with the community in an effort to share a variety of opinions in a creative venue. Performances will be held in December at Portland Ballet.
- Next Steps: Confirm dates and arrange to view the performance in December.

Portland 2030 District

- Portland has recently signed a charter to become North America's 15th 2030 District.
- Next Steps: Formal PR event in January.



Parking & Transportation Committee meeting minutes
October 26, 2016 at 9:00am
549 Congress St.

Board members Present: Kim Volk (Aurora Financial), Phil Haughey (MHR Management), Mike McDonald (North River Co), Sarah Martin (Bar of Chocolate), Anastasia Contos (Top of the Old Port Parking)

Others: Asher Chappell & Jeff Laniewski (Unified Parking Partners), John Peverada (City of Portland Parking Division), Dawn Tully (volunteer), Alanna York (Head Games)

Staff present: Casey Gilbert, Taffy Eaton

Minute 1. Kim Volk opened the meeting, welcomed everyone and asked for introductions.

Minute 2. Review and approve September 28, 2016 minutes: Phil made a motion to accept the minutes as presented. Anastasia seconded the motion and the vote was unanimous.

Minute 3. Update from Casey Gilbert:

- a. **Advocacy letter to City:** a) advocating for an update of the Parking & Transportation plans and b) Portland Downtown working with the City on a Multi-modal Marketing Plan. PEDPIP grants became available through Portland Development Corporation and Portland Downtown was awarded \$15,000 from grants to make the City's Parking Supply and Demand Study more robust and expand the area. Another Portland Downtown grant was won for Walking Tour design maps and digital brochures. USM students created the tours in Spring 2016. Casey thanked this committee for working so hard on the advocacy letter.
- b. **Multi modal campaign** – GPCOG, PACTS, CVB, Chamber, PD – all support the multi-modal transportation campaign. Casey met with Jessica Grondin to discuss the Marketing Campaign. Portland Downtown has hired Filipp Kotsishevskiy to do a downtown multi-modal video.
- c. **Don Shoup** has agreed to keynote the Build Maine conference in Spring 2017 <http://www.build-maine.com/>
- d. Market & Exchange Streets paving has been delayed until Spring 2017

Minute 4. Delivery times in the Old Port – Kim

- The Middle lane of Commercial St is reserved for delivery trucks. Can we begin to reach out to the users to address the times? Sarah reminded the committee that we need to get the restaurants to agree to have a staff present in order to accept early morning deliveries. John Peverada described a past attempt at this by the City.
- Should we poll restaurants? John Peverada says he sees 3am deliveries made at restaurants. Sysco Foods has an agreement with restaurants and their drivers are bonded. Beer trucks will not deliver without a receiver.
- **Action item:** Reach out to Jeff Levine's office and see if the consultant could address the delivery truck issue while doing the Parking Supply and Demand Study.
- Combination and Commercial plates are both allowed in loading zones, except those reserved for Dual-Wheel vehicles until Noon.
- Since Commercial Street is often crowded, drivers could use other parallel streets
- The Congress Street bus corridor is designed to slow traffic down. We need to be mindful of this new plan.

- The City is working with a consultant on stop light timing. They are looking at installing sensors at intersections.
- The City is aware that the Fore & Center Streets intersection needs improvement
- There is a West Commercial Street Corridor Study, from Becky's to Benny's. The proposal is one lane in each direction, a center turn lane and bike lanes on each side. The backup on West Commercial trying to turn onto the Casco Bay bridge backs up to Veterans Bridge. Danforth Street, the alternate route, can be congested also.
- Casey will invite Bruce Hyman and Jeremiah Bartlett to the November meeting
- The November meeting has been moved to November 30th because the 4th Wednesday falls the day before Thanksgiving.

Minute 5. Bicycle parking – “lollipop” and corral status:

- This committee has previously discussed why lollipops can't be added to old meter posts. John Peverada explained that the City is trying to clean up the street scape by removing the posts. However, the City has recently installed several lollipops. Bruce Hyman can better address the costs of installing bike racks and corrals.
- The Upper Exchange St lollipop is loaded but the bike rack in the nearby Temple St garage is empty. Spring, Elm, Ocean Gateway all have bike racks.
- Perhaps signs could be installed on outside bike racks indicating where other nearby racks are.
- Action item: For a Spring 2017 meeting – we will invite the Bicycle Coalition of Maine director in for an update

Minute 6. Update on technology upgrade by City of Portland Parking Department (when can parking be paid by an app?): John Peverada told the committee that the City is working with Passport ironing out the contract. The City will run it for a couple of months, then release it to the public.

- Businesses will have their own account to pay for customers' parking. Some committee members plan to track their clients' license plates numbers and pay for their parking when they arrive.
- Boston and many surrounding towns use Passport so once you download it, you will be able to use it in many cities and towns.

Minute 7. Other business –

- The signage on the Commercial St \$5 parking lot needs improvement
- Providing parking for employees is important to committee members
- Review Dr. Shoup's various policy ideas which encourage the demand pricing model (www.shoupdogg.com)
- Perhaps a “locals” pricing in summer – with a Maine license plate?
- We are reminded that the City can't have too many rules for the public to follow
- Multi space meters were down for 2 hours last Friday morning (nationally due to a hack, no data loss)

Next meeting: Wednesday November 30th, 9:00am

Kim adjourned the meeting at 10:05 am.

Respectfully submitted,
Taffy Eaton, Recorder