



*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 September 15, 2016 9:00 am  
549 Congress Street**

**A. Welcome**

- Introductions

**B. Motion to accept:**

- August 18<sup>th</sup> Board Meeting minutes
- August Treasurer's Report and discussion

**C. Committee Minutes:**

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

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

- Events Committee (8/3/16)
- Merchant (Retail) Committee (8/4/16)
- Marketing Committee (8/9/16)
- Night Life Oversight Committee (NLOC) (8/10/16)
- Legal Committee (8/10/16)
- District & Community Services Committee (8/18/16)
- Parking & Transportation Committee (8/24/16)

**D. Other Committee Reports:**

- Advocacy
  - Proposed Benchmarking Ordinance by City for Building Owners
  - After effects of Sidewalk Vendor new Ordinance for Cruise Ships
  - 2030 District support
- Legal Affairs Committee
  - Advocacy Policy- Voting is deferred to October Board meeting as Legal Affairs was not able to finish incorporating all comments from last month's meeting.
  - Conflict of Interest Policy –Voting is deferred to October Board meeting as Legal Affairs was not able to finish incorporating all comments from last month's meeting.

**E. Executive Directors update** – See distributed handout from Casey

**F. Other Business:**

- Chair assignments and Committee service selection for year by Board Members – assignments sent out by Denine. To be confirmed by Vote of the Board.
- Awards earned by Portland Downtown District
- Ad Hoc Committee regarding Base Contract and Supplemental Services Contract with the City – Denine, Brad, Trish. Any further interested in volunteering for review? DCS Committee to provide performance benchmarks by January 1 to ad hoc committee.

**Portland Downtown Board of Directors**  
Board Meeting minutes  
**Thursday August 18, 2016**  
**549 Congress St**



**Present:** Jeffrey Packard, Josh Benthien, Anastasia Contos, Phil Haughey, Sarah Martin, Brad McCurtain, Mike McDonald, Trish Weimer McLellan (on phone), Suzie Rephan, Alen Saric, Penny St. Louis, Erik Urbanek, Robyn Violette, Kim Volk

**Absent with notice:** Denine Leeman, Ken Cianchette, Greg Mitchell, June Usher

**Staff:** Casey Gilbert, Taffy Eaton

**Minute 1.** Vice Chair Packard called the meeting to order and welcomed Anastasia Contos in person.

**Minute 2.** Motion to accept

- a) **July 21st Board meeting minutes:** On a motion made by Phil Haughey, seconded by Kim Volk and unanimously adopted following a discussion in which the following points were made,
- Add Brad McCurtain to the attendee list
  - Add “otherwise Denine will assign Board members to committee” to Minute 6, first bullet.
  - Minute 4, Legal Committee, Advocacy Policy, 1<sup>st</sup> bullet: "discussing" should be replaced with "discussion"

it was

**RESOLVED:** That the minutes of the Board Meeting of July 21<sup>st</sup> be and hereby are accepted as proposed.

- a) **July Treasurer’s Report:** On a motion made by Jeff Packard, seconded by Josh Benthien and unanimously adopted following a discussion in which the following points were raised:
- One month into FY16-17, income is on budget. The only income is Assessment income from the City.
  - Expenses are on budget. Erik highlighted a few items and Casey explained them:
    - The \$15,000 Holiday lights deposit does not usually appear in July. Pandora requested the deposit early this year as she needed to pay seasonal staff to do some repair and maintenance work to the forms. The balance will be paid in November.
    - The Indie Biz Award sponsorship cost will be reclassified
    - Other seasonal or one-time expenses that make July 2016 operate in a loss: The HomeTeam contribution of \$6,000, the cadets expense and the ambassadors/guides expense.
  - Park & Shop New Liability is a negative amount resulting from redeemed stamps payments. All Park & Shop expenses will be adjusted back to FY15-16 by the accountant.
  - Kim explained that a \$10,000 reserve was set aside for older (yellow and blue) Park & Shop ticket returns. That program has ended and the \$10,000 can go back into the Park & Shop balance.
  - Mary Eshelman, the bookkeeper, will pull a monthly budget report as well as a YTD budget going forward

it was

**RESOLVED:** That the July financial reports are accepted as presented.

**Minute 3.** Other committee Reports:

- Legal Affairs Committee – Penny St Louis explained that the Legal Committee was asked by the Board to update the Conflict of Interest Policy and the Advocacy Policy to serve as guidelines for the Board:

1. Conflict of Interest (COI) Policy

- Determining whether or not there is a true personal/professional conflict can start with asking the question “is this in the best interest of the district?”. If you are unsure, bring your thoughts to the Board for discussion. As an example Suzie represented the retail/merchant constituency by asking for a reduction in Old Port Festival vendor fees, even though it was not necessarily in the best interest of the board/organization as had the potential to reduce the overall net profit of the event. She was representing her constituency, not a personal interest. The Board makes the final decision.
- The deadline to return your signed COI statement is the September 15<sup>th</sup> Board meeting. Either bring it to the meeting or email it to Taffy
- Contact Penny St Louis with questions

## 2. Advocacy Policy

- Penny St Louis explained that this policy sets forth some guiding principles to consider
- Under “Process”, 1<sup>st</sup> bullet: Penny chose the Chair as spokesperson due to how the bylaws are written. A Board Chair can be more persuasive at times than an Executive Director. Chair, then Vice Chair, then person delegated by the Chair which could include the Executive Director or a Committee Chair can be a spokesperson. The Chair can delegate the Executive Director from the beginning if she/he chooses. Jeff suggested some wording changes to bullet 1 under Process. Penny will make the changes.
- Trish Weimer McLellan made 2 suggestions:
  - i. Add an expiration date to each advocacy position - one year unless otherwise voted by the Board.
  - ii. Keep a log of advocacy positions.
- Brad thanked Penny for incorporating some of his comments. He shared some of his comments that were not included:
  - i. Make an effort to reach property owners prior to taking an advocacy position. Brad is concerned based on historical issues of past PDD board and staff.
  - ii. Make a diligent effort to contact constituents so they feel heard. An online survey, Facebook, public forums/meetings if needed.
- Penny said that the 4<sup>th</sup> bullet is an attempt to cover that point. Brad suggested rewording bullet 4.
- Kim and Suzie pointed out that bullet 5 covers this discussion
- Casey pointed out the Sound Ordinance meetings that were held for all constituents. We need to recognize the present board and that they are good at communicating with constituents.
- Penny suggests tabling the discussion at this time. The Legal Committee will meet after September 17<sup>th</sup> (Penny is unavailable until then). At that time, the Legal Committee will distribute a second draft in Google docs for Board comments. Brad suggests that all initial comments submitted by Board members be included in the Google doc, then take it to the Board for approval Erik added that, due to the nature of the organization being very public/front-facing and accessible there is ample opportunity for Property Owners to comment on any issue at anytime.

On a motion made by Kim Volk, duly seconded, and unanimously acknowledged,  
it was

**RESOLVED:** That the Advocacy Policy discussion be tabled until after September 17, 2016. It will be re-addressed at the October 20, 2016 meeting.

### **Minute 4.** Committee minutes:

The Vice Chair requested acknowledgement of the enclosed committee reports: Merchant Meeting, Events Committee, Marketing Committee, Night Life Oversight Committee, District & Community Services Committee, and Parking & Transportation Committee. On a motion made by Sarah Martin, seconded by Suzie Rephan and unanimously acknowledged following a discussion in which the following points were made:

- DCS Committee minutes –
  - Brad would like an update of Learning Works today or at another moment

it was

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

- Merchant (Retail) Committee (7/5/16)
- Events Committee (7/6/16)
- Marketing Committee (7/12/16)
- Night Life Oversight Committee (NLOC) (7/13/16)
- District & Community Services Committee (7/21/16)
- Parking & Transportation Committee (7/27/16)

**Minute 5.** Executive Directors update – Casey’s full report is attached

- Casey was very pleased with the way the City responded to our Parking advocacy letter. Phil thanked Casey for her work and follow through on it.
- The City Sound Ordinance meeting was cancelled and will be rescheduled for September
- There are a lot of policies working their way through the City Housing Committee right now. August 24<sup>th</sup> is the next meeting. Casey encourages property owners with residential components to attend meetings. Phil suggested sending an email blast to constituents. Casey will distribute information from the Chamber.
- Casey asked whether this Board wanted her to make a more intentional effort to follow important issues and policies being presented at City Hall and to report back to the board. Yes, it is very important. Casey will bring items to Exec Committee monthly. Jeff requested a monthly summary of City Hall meeting items similar to her monthly reports.

**Minute 6.** Other business:

1. Proposed considerations for written policies and procedures for future Elections. The Legal Committee will meet with Brad to discuss his suggestions on August 24<sup>th</sup>.
2. NLOC Bylaws status discussion:
  - Erik reviewed the discussion at the August NLOC meeting of whether NLOC has their own bylaws:
    - NLOC is a self-policing committee. They feel like having to run everything by Portland Downtown defeats their self-policing nature.
    - The committee acknowledged that NLOC goals are not always in line with Portland Downtown.
    - In the case that there is a specific business that the committee members are having an issue with, it might be better off presenting to City Council as individual bar owners.
    - Could there be NLOC still and a newly formed Bar Owners Association?
  - Sarah commented that the issue is still unresolved
  - Casey believes it is time for NLOC chairs to meet to discuss what Portland Downtown wants NLOC to do – what do we truly want this committee’s function to be?. It will be on the September Board meeting agenda.
3. The Parking & Transportation Committee, in the advocacy letter presented to the City, allocated \$25,000 towards implementation and \$15,000 towards a marketing campaign. The City has initiated a supply & demand study of parking in Downtown, which will include the Easter Waterfront and the Old Port. In order to include the entire Portland Downtown footprint in the study, the committee would like to reallocate \$15,000 of the \$25,000 committed towards implementation to enhance the study. We won’t know the entire cost of the expanded study until bids are received. Kim made a motion to authorize up to \$15,000 to enhance the City Parking & Transportation study. Josh seconded the motion. The vote was unanimous.

There being no further business to come before the meeting, the Vice Chair adjourned the meeting at 10:25am.

Respectfully submitted,  
Taffy Eaton, Recorder

## Executive Director's Report: Portland Downtown: July 2016

### Organizational updates

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**Committees:** The **District & Community Services** Committee received updates on the Love Locks Fence removal plan, continued the discussion around panhandling, and received updates from Amy Geren (DEL). Amy presented a written report on important topics, which she produces monthly for the committee. The **Events** Committee reviewed Summer Kick-Off Weekend (including SFAC, WTTW and OPF) and discussed what went well and made a list of improvements for next year. The OPF video, produced by Filipp Kotsishevskiy, was played for the committee. The **Marketing** Committee reviewed summer kick off weekend (SKW) and brainstormed ideas for 2017, Adam presented the IDA (international Downtown Association) awards submission, and brainstormed communications campaigns for the new fiscal year. The **Merchant** Committee discussed Shop For A Cause (SFAC): Summer Edition, engaged in a discussion about the summer season (how business is doing), and started holiday planning. The **Parking & Transportation** Committee discussed the Park & Shop program suspension, received updates on new parking signage, reviewed the response by City to Parking Advocacy letter, received a briefing on the Transportation Management Authority (TMA) concept, and discussed City's technological updates to parking meters/ticketing and impact on PD. **NLOC** Committee reviewed liquor license renewals and calls for service, and discussed the history and role of NLOC within Portland Downtown.

**Advocacy Letters:** City of Portland staff drafted a thorough response to the **Parking & Transportation Advocacy Letter**, which was presented to the Portland Downtown Parking & Transportation Committee at their July meeting. The Parking & Transportation Committee will recommend to the Board of Directors to reallocate up to \$15,000 of the \$25,000 that had been earmarked for implementation to expand the City's upcoming parking supply & demand study to include the entire Portland Downtown footprint. The City currently has an RFP out for a consulting firm to conduct the study. The **Sound Advocacy Letter** triggered action at the City by way of calling a meeting of the **Sound Oversight Committee**. The meeting was cancelled, but will be rescheduled for September.

### Notes of interest

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Since our last board meeting I met with Mark Swann of **Preble Street Resource Center**, attended the **Maine Farmland Trust** Open House on 48 Union Wharf, attended the peace talk at Zion Church in Munjoy Hill, met with **Councilor Costa** to discuss the Parking & Transportation Advocacy letter, participated in a preliminary discussion about the **potential for a TMA** (transportation management Authority) in Portland with Bruce Hyman, Jeff Levin, John Peverada and Chris Hall, met with Stephanie Brock from **Red Thread** to discuss volunteer and sponsorship opportunities, met with Tim Delhanty from **Learning Works** to get Graffiti Buster updates and make a plan for the remainder of the season, met with Elizabeth Jones from the PMA (**Portland Museum of Art**) to discuss wayfinding, met with Lou Wood (property owner at 120 Exchange Street) to discuss access to his parking lots during OPF (Old Port Festival), met with **Jon Jennings** to continue discussions around our advocacy letters and other city updates, attended the **City of Portland's Economic Development Committee** to hear and respond to staff responses to our advocacy letter and to determine next steps, toured our downtown planters with Amy Geren and Jeff Tarling to ensure the health and vibrancy of plantings, met with **Portland Press Herald** Representatives (Stefanie, Courtney & Jean) to discuss our contracts, and met with Kerry from **Chimani** to discuss volunteer and sponsorship opportunities.



**Events Committee Meeting  
August 3, 2016 at 9:00am  
549 Congress St**

*Board members present:* Erik Urbanek, June Usher

*Others present:* Dawn Tully

*Staff present:* Adam MacDonald, Taffy Eaton

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

**Minute 2.** Erik asked for a quick recap of Old Port Festival and Summer Shop for A Cause Day:

- Summer Shop for A Cause Day
  - Retailers suggested doing a Summer Shop for A Cause Day
  - Twenty retailers signed up to participate
  - The event raised \$3,500 for Portland Trails
  - A press release thanked participants
- Old Port Festival –
  - We did not seek corporate sponsorship for Old Port Festival but will use a similar sponsorship plan as used for Merry Madness in 2017

**Minute 3.** General brainstorming for signature holiday events

- Adam: The Merchant group decided to keep with core events and possibly add a few updates this year:
  - i. Tree Lighting: will only have Rick Charette for entertainment this year
  - ii. Shop for A Cause Day: the Merchant group decides on the non-profit recipient. Portland Downtown will develop criteria (such as being headquartered in Downtown) for choosing a non-profit beneficiary and will discuss it with the Merchants. With clear guidelines, non-profits can nominate themselves.
  - iii. Elfternoon Lunchtime Shopping: retailers provide snacks to downtown workers and others doing lunchtime holiday shopping. Had 17 locations in 2015.
  - iv. Merry Madness: Dawn had many good suggestions to expedite the waiting line
    1. Have a team of volunteers walking through the line checking ID's and putting bracelets on attendees. Once they have a bracelet, they are free to go inside.
    2. Give tickets for wine and food while checking ID's
    3. Instead of food, offer a "snack bag" with sponsor logos filled with popcorn, nuts, etc.

**Minute 4.** Review 2015 sponsors and brainstorm/identify sponsors for this year:

- Tree Lighting: MEMIC and The Westin sponsored in 2015. Hopefully they will sponsor again.
- Merry Madness: we will be looking for sponsors this year
- Make a tiered sponsorship package so smaller businesses can participate
- Adam will have updated sponsorship materials available at the September meeting

**Minute 5.** Next meeting: September 7<sup>th</sup> at 9:00am

Respectfully submitted,  
Taffy Eaton, Recorder



**Merchants Meeting  
August 4, 2016 at 8:30am  
Bull Feeney's**

*Board members present:* Suzie Rephan

*Others present:* Marie Stewart Harmon, Lisa-Marie Stewart, Rick Lowell, Matt Stone, Megan Perron, Patti Chase, James Dufresne, Susan Driscoll, Denise Beck, Nathaniel Baldwin, Megan Roberts, Jordan Simm, Kyle Hersey, Doug Fuss

*Guests:* Kimberly Charland, Sadie Bliss

*Staff present:* Adam MacDonald, Taffy Eaton, Amy Geren

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

**Minute 2.** WCSH6 Sidewalk Art Festival: August 27<sup>th</sup> from 9:00 – 4:00

- Kimberly from WCSH told the group that this is the 51<sup>st</sup> year of the festival. Artists only display from High Street to Monument Square.
- Sadie from the Maine Crafts Association said crafters only display from High Street to State Street
- Congress Street and side streets close to traffic at 6am. Emergency No Parking signs will be put up August 26<sup>th</sup>.

**Minute 3.** METRO upgrades: Denise Beck updates this group periodically.

- METRO has added the Breeze bus which services Freeport and Yarmouth for \$3.00 per ride. Denise asked merchants to add the Breeze information to their websites if they have a “how to get here” section. There are 4 Portland stops for the Breeze.
- METRO is also partnering with Portland Downtown and Creative Portland for First Friday Art Walk. All rides are free from 4:00pm until the end of the service day.
- Southern Maine Transit Tracker is a new app which gives real-time locations of buses
- There is also Sunday service on all routes except the Breeze
- Portland High School students use METRO now instead of school buses
- Contact Denise with any thoughts on possible future service improvements
- There is no more “Hop on Hop off” bus for cruise ship passengers due to other transportation options.

**Minute 4.** Police, cadets mid-summer assessment – Amy

- Amy reviewed the distributed charts with stats for June and July cadet activity provided by the PPD
- Occasionally the cadets issue citations to a repeat offender. They don't often go far however because the offenders tend to be transients.
- Cadets are mainly meant to be a friendly face to law enforcement and remind people of the ordinances and laws
- Hopefully gathering this information will be useful in future years so the cadets or PPD can concentrate on certain areas or issues
- Portland Downtown also has 2 foot-beat officers walking the district 5 days a week

Other comments:

- Call the non-emergency number (874-8575) and report concerns so there is a record of the report if you have
  - loitering issues or concerns
  - people sleeping in doorways
  - harassment
  - repeat offenders
- Call the Home Team/Milestone for substance abuse issues (838-8904)

**Minute 5.** Arts District report

- Flea for All will open in October in the former Paul's Food Center building

**Minute 6.** Holiday planning - Suzie

- We need to keep holiday planning on everyone's mind
- We had some people volunteer to assist Portland Downtown staff with events at June meeting
- Adam reviewed the holiday events: (see attached event summary sheet)
  - Tree lighting – we will simplify the entertainment slightly this year we have only Rick Charette perform – he's a true crowd favorite! We may add some large screens to improve visibility for the crowd.
  - Window Display contest – this will be promoted at the tree lighting so attendees can look at windows starting that night. Merchants should make sure their windows are decorated by then.
    - The Portland Press Herald gives a \$1,000 grand prize for advertising to the best window decorations. Jean Berg is working on additional smaller prizes.
    - We will rework the categories this year – best use of products, use of lights, etc.
  - Shop for A Cause
    - The Summer Edition raised \$3500 for Portland Trails. The merchant group wanted to reinforce that Saturday is open for business with no street closures.
    - For the November event, this group needs to start the conversation about the beneficiary. It should be a downtown organization. Adam will send out an email asking for nominations, it will be discussed at the September meeting and finalized at the October meeting.
    - It gets the holiday shopping season off to a positive start.
  - Horse & wagon rides – sponsorship opportunities
  - Elfternoon Lunchtime Shopping – the group decided to keep it on Wednesday's. It will start on November 30<sup>th</sup> and continue on December 7<sup>th</sup> and December 14<sup>th</sup> from noon -2:00pm. The initial idea was to take advantage of people already downtown and encourage them to come shopping and have lunch at the same time. Any type of snack is great. Adam sends out reminders right before each weeks' event.
  - Merry Madness, Thursday December 8<sup>th</sup>, probably at Portland House of Music again. Suggestions:
    - Work on the food this year. Perhaps have catered food rather than self-serve.
    - Consider what attendees get for \$15 ticket price
    - The State regulates how much can be poured – 2 ounces
    - The kick-off event is meant for people to start there and get their glass and then go shopping
    - Shopping and nibble event encourages attendees go to restaurants too. Maybe get restaurants involved with a prix fixe menu.
    - Think of other food items to have in your stores – shoppers are hungry!
    - We are working on the goodie bag idea this year. Thinking of doing a snack bag rather than the magazines and paper items.
    - Might do more raffles
  - Pandora's light are turned on the night of the tree lighting

Adam will send an email for merchants to sign-up for which holiday events they would like to participate in.

**Minute 7.** Other business:

- Nelle Hanig (City of Portland Business Programs Manager) talked about the Façade Program. There are 3 projects underway in the Arts District: a Szechuan Restaurant is going in on the 600 block, the State Theater marquis will be restored and the Strange Maine storefront are all participating in this program. Washington Street and St. John Street will be areas for the façade program next. Spread the word to fellow merchants.

**Next meeting:** September 7<sup>th</sup> at 9:00am

Respectfully submitted,  
Taffy Eaton, Recorder





## Marketing Committee Meeting Minutes

August 9, 2016  
8:30 AM.

Portland Downtown  
549 Congress Street, Portland, Maine

Present:  
Robyn Violette  
Alen Saric  
Susan Driscoll  
Jeff Packard  
Jean Berg  
Suzie Rephan

Staff:  
Adam MacDonald  
Taffy Eaton

**Minute 1.** Alen called the meeting to order and thanked Jeff for running July's meeting.

**Minute 2.** The July 12<sup>th</sup> meeting minutes were unanimously approved.

**Minute 3.** Adam distributed a draft of **High-level goals of the 2016-2017 Marketing & Communications Plan**

### **GOAL 1: Showcase downtown businesses + points of interest**

- **Strategy A:** *What's Up Downtown* will be sent monthly to begin with. Each issue will have a theme. There are plenty of categories and lots of subject matter to cover. Adam's intent is to set Portland Downtown up as a resource for fun information and to use *What's Up Downtown* as an expected communication that matters to people. Get our audience excited about what Portland Downtown has to offer. Alen agreed that it is important to provide information to residents and workers on a consistent basis. It promotes Downtown and the merchants on a regular basis.
  - a. This committee could help choose categories so Adam has a plan
  - b. Adam will create a calendar for this committee to review
  - c. Adam will tag blog posts
  - d. Possibly use SCORE or other retired people as a writing or investigative resource. Adam will contact Robin Woodcock for involvement also.
- **Strategy B:** Publicly introduce/welcome new businesses through e-newsletter + social media posts: Adam would like to welcome new businesses by stopping by with our new welcome/informational packet.
- **Strategy C:** Share "Top 10 Lists" and other online articles that feature Portland.

### **GOAL 2: Educate the general public about our "behind-the-scenes" programs + initiatives**

- **Strategy A:** Add programs tab to our website and keep information current
- **Strategy B:** Offer orientation sessions for board members and volunteers: this committee will recommend to the Executive Committee having an orientation or retreat with a facilitator for the Board and committees. Jean will send a list of possible facilitators to Taffy.
- **Strategy C:** Tell our story through interviews (Q&As) with staff + board members, volunteers, cadets, public works crew, merchants, committee members, etc.
- **Strategy D:** Issue press releases announcing major program news

**GOAL 3: Enhance participation in and engagement with our committees**

- **Strategy A:** Make it easy to sign up for meeting notifications/reminders
- **Strategy B:** Hand-deliver printed invitations for NLOC and Merchant Meetings: Adam circulated the NLOC and Merchant Meeting schedules he created. They are being distributed by volunteers. Adam wanted to have another source of information other than email.
- **Strategy C:** Create “Welcome Packet” for new downtown businesses

**GOAL 4: Create sponsorship materials for programs + events**

**GOAL 5: Create an Annual Report**

- **Strategy A:** Collect + crunch the numbers
- **Strategy B:** Use a mix of photos and infographics to visually communicate our impact
- **Strategy C:** Distribute the report to key constituents.

**GOAL 6: Sell Portland Downtown merchandise:**

- Sell in the office and online. Possibly sell through retailers.

Adam will consolidate this information and bring it back to the committee in September.

Jeff complimented Adam on his work. He is really getting the organization name out and increasing brand recognition. Perhaps committees could be asked for their input on the Portland Downtown perception.

**Minute 4. Consolidation of Marketing and Events Committees**

- i. Adam spoke to the committee about the possibility of combining the 2 committees.
  - a. Perhaps a sub-committee could be formed? It may be more work that one committee can handle successfully.
  - b. Adam will write up a proposal on the process and bring it back to the committee.

Alen adjourned the meeting at 9:35.

Respectfully submitted,  
Taffy Eaton, Recorder.



**\*\*\*DRAFT\*\*\***

**NLOC Meeting  
Wednesday August 10, 2016 at 3:30 PM  
Portland Downtown – 549 Congress Street**

**Present:** Lt. Mike Jones (PPD), Doug Fuss (Bull Feeney's), Tim Sweeton (State Theatre & Port City Music Hall), Mark Deane (Pearl), Tanner Herget (51 Wharf, Bonfire, Drink Exchange), Bruce Mills and Kristin Parquette (Amigo's), Ben Bowen (Oasis), Bob Ruminski (Mathew's), Bob Waitkevitch (Fore Play)

**Board members:** Sarah Martin, Erik Urbanek, Robyn Violette, Alen Saric

**Staff:** Taffy Eaton

1. **Introductions:** Erik opened the meeting by welcoming everyone and telling those present that Sarah Martin is taking on the position of Chair for 2016-2017. Robyn Violette will be Co-chair. Introductions were made.
2. Erik addressed the possible independence of NLOC from Portland Downtown. Denine Leeman, the Chair of the Board of Directors, has deemed that according to the bylaws, NLOC is a committee of Portland Downtown. NLOC is welcome to meet with the Portland Downtown Legal Committee if they choose or they can separate from Portland Downtown completely. It is unsure whether NLOC is registered with the state.
  - Sarah asked when NLOC was originally formed and was it registered. It was formed to address safety issues of bar owners. It is a self-policing group. It was not formed as its own 501c3. If a bar owner chooses to go before City Council as a representative of NLOC, that must be approved by the Board. A bar owner can go before City Council as an independent business owner otherwise. The Portland Downtown Executive Director and a Board member attended all the NLOC meetings in the past.
  - If NLOC chooses to act on a bar licensee, to have to go through the Board, it would add a layer to the process and delay it. NLOC receives the calls for service reports only one month prior to the bar owner going in front of city council. Erik assured the group that self-policing issues such as acting on a bar licensee, would not come under Portland Downtown Board approval- NLOC handles them.
  - Erik encouraged NLOC to differentiate between self-policing and self-advocacy. Portland Downtown Board is made up of property owners and is following their bylaws and mission statement for the betterment of Downtown. We need to make sure all committees' work is presented with Portland Downtown support.
  - Robyn explained that all Portland Downtown committees meet the same criteria. NLOC is in place to support Portland Downtown and vice versa. The bylaws should align. It benefits each group to work together and have a stronger voice as one group.

Erik and Sarah will go back to the Board with NLOC's concerns and report back in September.

Some further suggestions were:

- Bruce - have Portland Downtown form a sub-committee of bar owners and have a private advocacy group also.
- Doug – keep NLOC bylaws and create a committee that does marketing to involve restaurants and bars, to get them involved in Portland Downtown events.

Erik left the meeting following this discussion and Sarah took over as Chairperson.

3. **Review Night Life Issues/Calls for Service/License for September renewals (sent with the agenda):** Lt. Jones reviewed the calls for service in the packet
  - Empire's loud music complaints are from one person. The highest one was 83, others were in the high 60's and low 70's.
  - Reviewed the fights reported at Bonfire
  
4. **Other:**
  - NLOC was told late night towing would stop on Fore Street but it continues. Gary will address this at the September meeting.
  - Tanner pointed out that we don't usually have a December meeting as listed on the postcard
  - Sarah reviewed the changes made to the Service Animal legislation and the legal questions you are allowed to ask.
  - Doug spoke about street people and suggested that bar and restaurant owners make the PPD partners with your organization because these people can be dangerous.
  - Found a fake \$50, fake \$20. Hollywood money is circulating.
  - There have been break-ins in Temple St and Fore St garages. They are smashing windshields.
  
5. **Next meeting September 14<sup>th</sup>, 2016, 3:30pm**

*Sarah adjourned the meeting at 4:40pm.*

### 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 Tipó. 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.

### September 19, 2016 applications

**Rhum, LLC d/b/a Rhum. Application to expand existing alcohol service area for one-day event on October 7, 2016 at 4 Free Street.** Application filed 8/8/16. Applicant holds a current Class I FSE with Entertainment without Dance and Outdoor Dining on Private Property at 4 Free Street. This event is entitled “Knack Factory & Rhum Block Party.”

PORTLAND DOWNTOWN  
Legal Affairs Committee Meeting  
Minutes

August 10, 2016  
3:00 PM.

JB Brown Offices  
Portland, Maine

Directors Present:  
Penny St. Louis  
Trish Weimer

Chair Trish Weimer called the Legal Affairs Committee (LAC) meeting to order at 3:01 PM.

Minute 1. The Committee reviewed suggested revisions as submitted on Google docs (deadline for submissions 8/8/16), discussed additional revisions, and edited the following DRAFT documents:

- Advocacy Policy
- Conflict of Interest Policy

Minute 2. Meeting was adjourned at 3:55 PM

Respectfully Submitted,  
Trish Weimer  
Co-Chair



**District and Community Services Meeting Minutes**  
**Thursday, August 18, 2016 at 1:30pm**  
**549 Congress St.**

**Board members present:** Ken Cianchette (ELC Management Inc.), Jeff Packard (Alodyne), Phil Haughey (MHR Management)

**Others:** Megan Doane (Portland Stage), Joan Grant (Friends of Congress Sq Park), Angela Franklin (Soakology), Ed Gardner & Kelly Craig (Ocean Gate Realty & 511 Congress St), David Packard (Frederick, Quinlan & Tupper)

**Staff present:** Amy Geren, Taffy Eaton

**Minute 1.** Ken welcomed everyone and asked for introductions.

**Minute 2.** On a motion by Phil Haughey, seconded by Jeff Packard, the committee unanimously accepted the July 21<sup>st</sup> meeting minutes.

**Minute 3.** Potential panhandling action plan: Ken said that after the July DCS meeting, Josh was going to bring the topic of a larger, public meeting to the Board for approval. A meeting similar to the meeting held concerning the Noise Ordinance could be more beneficial than having social services present at this committee.

Discussion:

- The ACLU seems to have more power than other groups. Phil reminded the group that it was the wording of the ordinance that was problematic. The wording used would prohibit ANY solicitation of funds, including the fire department and all other groups. First Amendment rights won.
- There are other ways to tackle the problem – removal of medians has worked in some areas.
- Portland Downtown would like to engage in the conversation since we serve property owners and the downtown constituents, even if the City has decided not to engage.
- Amy has met with many of the social service agencies this summer, doing information gathering.
- Amy watched a Have a Heart Give Smart type campaign webinar (public awareness campaigns) and they do not seem to be very successful in fundraising. Media coverage on the homeless population encourages that population to further engage. Professionals are working hard behind the scenes and being successful in their work. Portland Downtown can support these professionals. The City will not touch the issue again.
- A suggestion was made to get some of these professionals to come to this meeting.
- Also, exactly what issues about panhandling does Portland Downtown not like?

- The feeling is that the majority of businesses downtown would like to see changes to panhandling.
- Temporary seasonal residents are the population we are addressing.
- Add to September Board meeting agenda – motion to hold a public meeting. Should have City Councilors present – invite all parties.

**Minute 4. No smoking signs in the parks and the ordinance violations around smoking in parks**

Amy covered this topic in her DEL update. Generally, new signage is needed with the amount of the fine added to the sign. Butt butlers are sending mixed messages.

**Minute 5. DEL update; Public Works update on mid-summer activities/cleanliness (attached) – Amy**

- Graffiti:
  - Newspaper boxes – one smaller company has removed their vacant boxes after receiving a reminder of the ordinance violation from the neighborhood prosecutor. There is a process for Public Works to remove others and put them back if they are in violation of the ordinance. Amy plans to continue this process with violating newspaper owners.
  - Learning Works water truck is out of commission but Amy is staying on top of coordinating graffiti removal.
  - Property Owners need to remove their own graffiti per the City of Portland Code of Ordinances.
- Trash/Recycling Receptacles
  - Working with Public Works on placement of new trash/recycling receptacles
  - Recycling barrels will be paper only
- Downtown Cadet Program
  - Portland Downtown won an International Downtown Association Achievement award
  - Amy is working on outlining the expansion of the cadet program
  - PPD is continuing to provide monthly stats
  - The cadets are mostly a face for enforcement of ordinances
  - Cadets do get harassed but they do have ample support from the PPD
- See, Click, Fix
  - Inspection issues, signage on sidewalk means restaurants are expanding past their limits
  - The program is successful

**Minute 6. Other business – Suggestions:**

- Jeff – Housing Committee meetings on affordable housing need to be kept on top of. Casey will send information out. All committees will be kept informed on the subject

Respectfully submitted,  
Taffy Eaton, recorder



# Update from your Downtown Experience Liaison

August 2016

## Graffiti

### Newspaper Box Hotspots

- Worked with the Neighborhood Prosecutor at PD to remove the empty Coffee News boxes.
- Next Steps: Contact vandalized newspaper box owners and repeat the legal process for cleaning or removal.

### LearningWorks

- Worked with LearningWorks to prioritize hotspots and get liability waivers signed by property owners.
  - Provided LearningWorks with See, Click, Fix graffiti vandalism reports
  - LearningWorks cross-checked reports for still pending locations
  - Provided LearningWorks with complaint locations
- While making contact with property owners, I have been inquiring about a water source at the location which makes many of these jobs possible.
- Next Steps: Assist with property owner contact for water source, and/or coordinate with City of Portland for water truck availability/use.

### Trash/Recycling Receptacles

- DPW has issued a PO through finance to order six of the trash/recycling receptacles from the company suggested by the City of Nashville. The order was \$600 over the budget balance, but DPW will fund the overage.
- Next Steps: Work with DPW to place new receptacles in high traffic areas for a pilot.

### Downtown Cadet Program

#### IDA Awards

- Portland Downtown applied for an International Downtown Association Achievement award in the Downtown Leadership Management category for its management of the Downtown Cadet Program. We found out on August 5<sup>th</sup> that the project was selected for an Award of Excellence. IDA Excellence awards recognize high achievement in the areas of innovation, representation and sustainability.
- Casey will be accepting the award at the IDA's 62<sup>nd</sup> Annual Conference next month.
- Next Steps: Press release about the awards

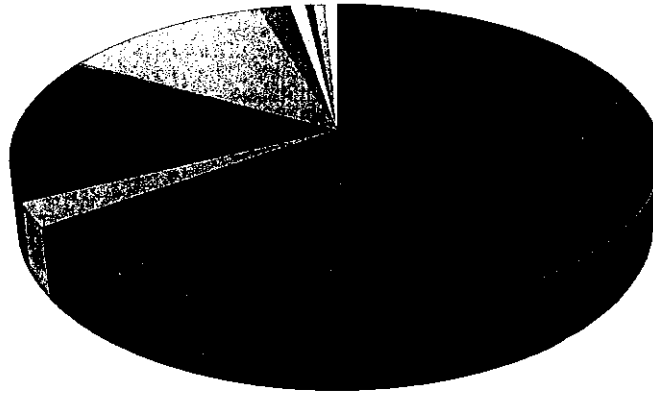
#### Community Engagement

- The cadets had ample opportunity for police work involvement during the first week of August. In addition to their typical business checks and special attention checks, they:
  - Attended National Night Out at Kennedy Park;
  - Assisted with perimeter traffic control for a suspicious package at Congress/Monument Square;
  - Assisted with a strong arm robbery in Monument Square;
  - Assisted with a terrorism threat at 109 Middle Street and the Cumberland County Jail; and
  - Worked security at a political rally at Merrill Auditorium.
- Anthony Ciampi has been hired as a police officer with the City of Portland. He will start at the criminal justice academy in Vassalboro this month and should be working as an officer by early 2017. Congratulations Tony!

#### Contact Stats

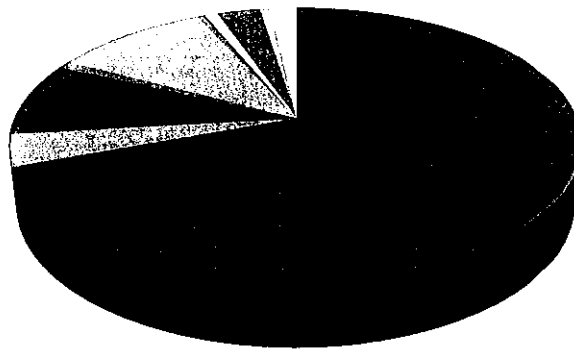
- The cadets continue to provide weekly contact stats for program monitoring and evaluation over time. Totals for the month of July show a slight decrease in business contacts as the cadets spend more time warning for ordinance violations, assisting with incidents, and making special attention checks.
- Smoking in parks warnings continue to lead ordinance violation warnings. A property owner downtown questioned park signage around the ordinance, which opened a discussion about current signage. See Smoking in Public Areas below for an overview of the situation.

## Downtown Cadet Activity: June 2016



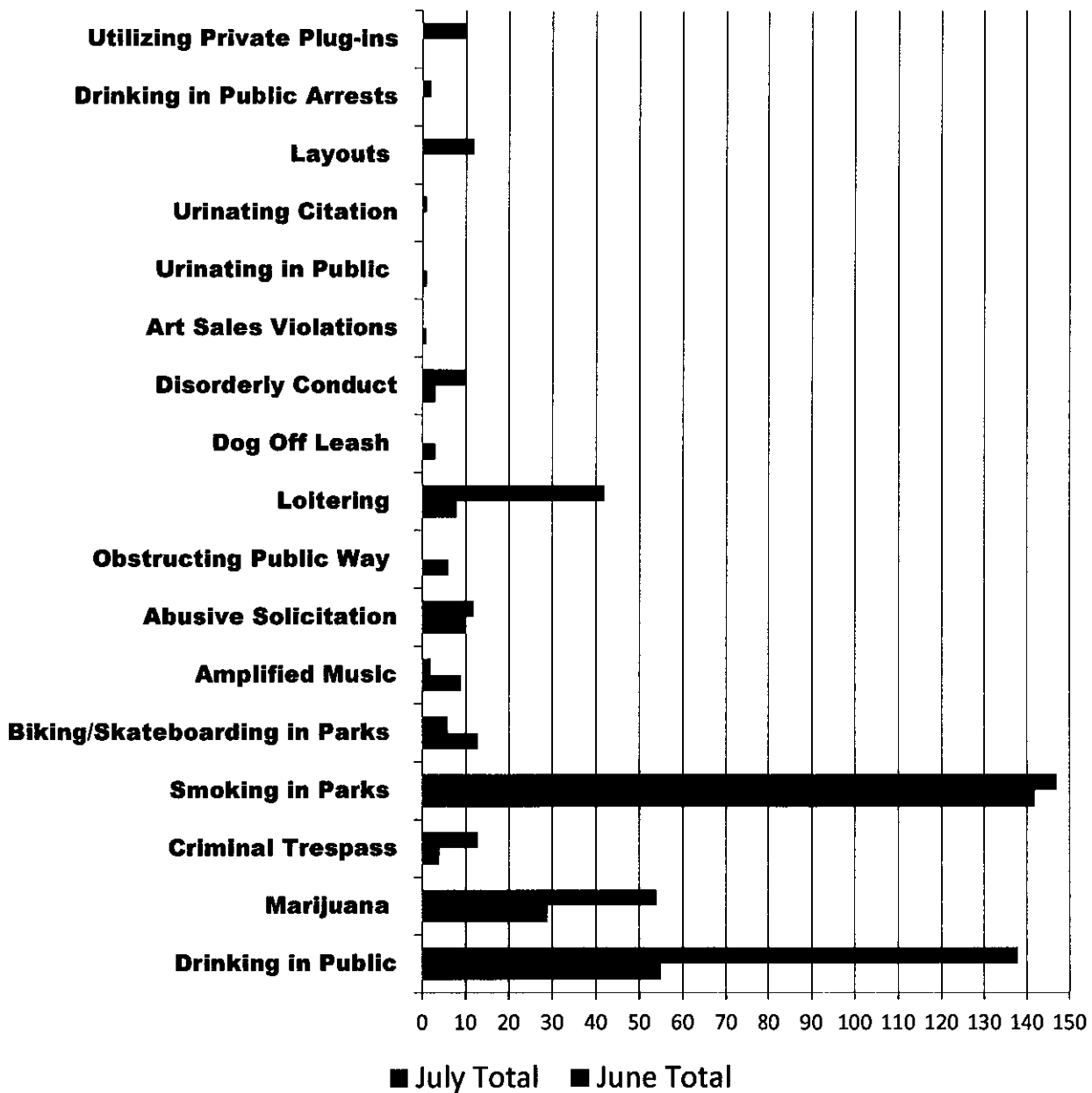
- Special Attention Checks: 703
- Marijuana: 29
- Criminal Trespass: 4
- Biking/Skateboarding in Parks: 13
- Abusive Solicitation: 10
- Loitering: 8
- Disorderly Conduct: 3
- Urinating in Public: 1
- Drinking in Public: 55
- Business Contacts: 176
- Smoking in Parks: 142
- Amplified Music: 9
- Obstructing Public Way: 6
- Dog Off Leash: 3
- Art Sales Violations: 1

## Downtown Cadet Activity: July 2016



- Special Attention Checks: 858
- Marijuana: 54
- Criminal Trespass: 13
- Biking/Skateboarding in Parks: 6
- Abusive Solicitation: 12
- Disorderly Conduct: 10
- Layouts: 12
- Utilizing Private Plug-ins: 10
- Drinking in Public: 138
- Business Contacts: 125
- Smoking in Parks: 147
- Amplified Music: 2
- Loitering : 42
- Urinating Citations: 1
- Drinking in Public Arrests: 2

## Downtown Cadet Warnings, Citations and Arrests: June and July, 2016



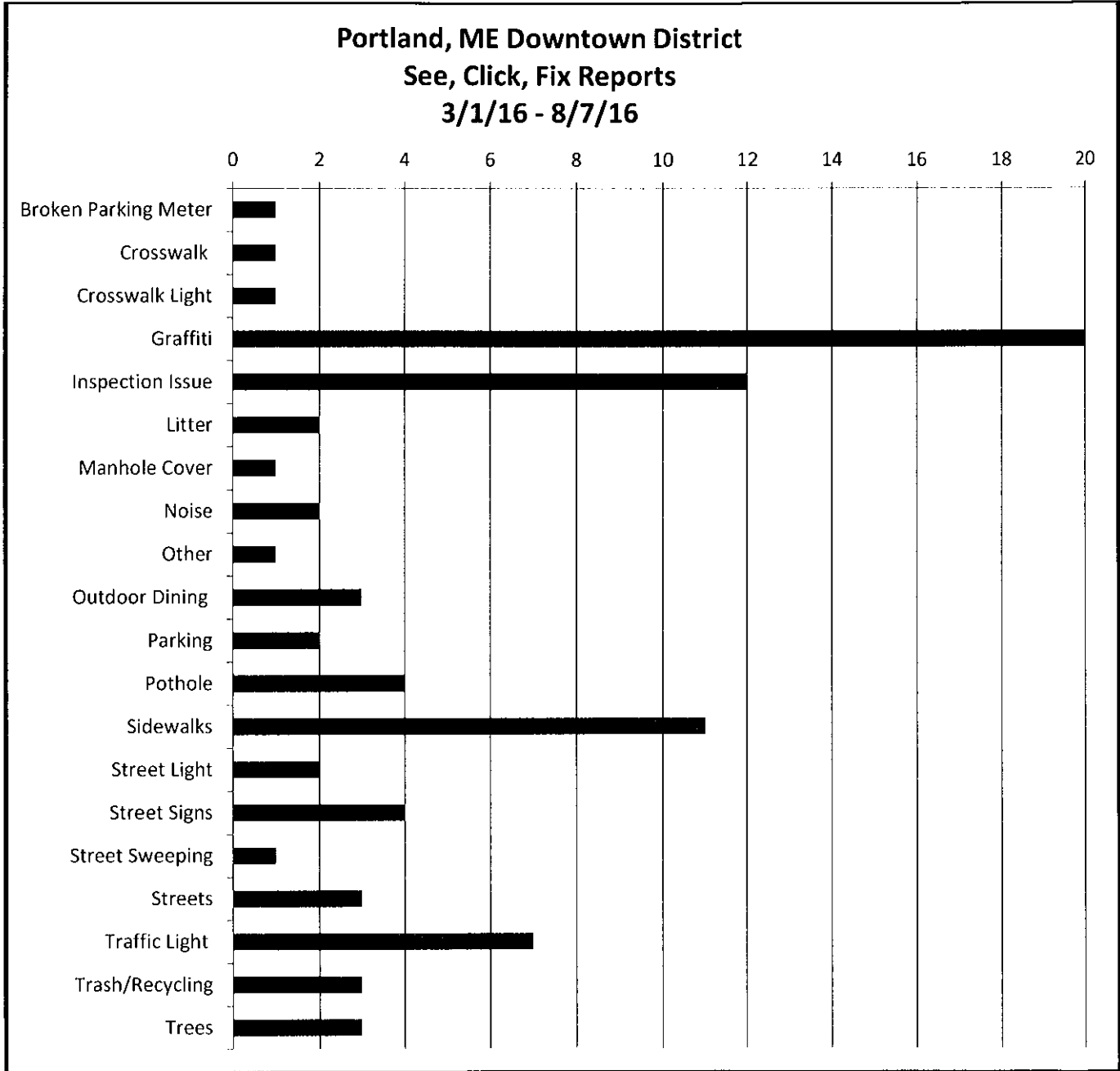
### Arrest/Summonses

- The cadets called for backup so that a repeat offender could be arrested for drinking in public. The offender served 20 days in jail.

### See, Click, Fix

- The large majority of See, Click, Fix data (23.8% percent) for the period report graffiti vandalism. I have shared this information with LearningWorks to determine graffiti vandalism hotspots.
- Inspection issues (14.3%) and sidewalks (13.1%) make up another large portion of the data. Most inspection issues (10 of 12) are related to advertising signage on sidewalks, while one report each from inspection issues and sidewalks pertain to restaurant outdoor dining blocking the sidewalk. There is a

location on Silver Street that has been granted an outdoor seating permit to take up the entire sidewalk because the sidewalk is in need of repair, and the others indicate Otto's is in violation of sidewalk marking.



### Smoking in Public Areas

#### City Park Signs

- Based on an early review of the cadet stats, smoking in city parks appears to occur frequently despite posted reference to the City's Code of Ordinances at Congress Square, Tommy's and Post Office Parks, and Monument Square. Congress Square and Monument Square have the following signs:
  - At least one sign referencing the City's Ordinance declaring it illegal to smoke in city parks and open spaces;
  - A sign listing park rules prohibiting skateboarding, loitering, feeding the pigeons, and alcoholic beverages.
- Tommy's and Post Office Parks have the above signs as well as the following signs:

- Hours the Park is closed (1:00 AM – 6:00 AM); and
  - No Drinking of Alcoholic Beverages.
- In addition, Congress Square Park has a sign with the dog waste bags reminding users to clean up after their pets.

**Butt Butlers**

- There are butt butlers in all of the parks. These might be sending a mixed message around smoking in the parks.



**Parking & Transportation Committee meeting minutes**  
**August 24, 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)

**Others:** Todd Dominsky (East Brown Cow), Kevin Thomas (City of Portland DPW, Traffic Division), Asher Chappell (Unified Parking Partners)

**Staff present:** Taffy Eaton, Amy Geren

**Minute 1.** Phil Haughey opened the meeting, welcomed everyone and asked for introductions.

**Minute 2.** Review and approve July 27, 2016 minutes: Kim made a motion to accept the minutes as presented. Sarah seconded the motion and the vote was unanimous.

**Minute 3.** Park & Shop program suspension, update on signage:

- Amy is continuing to gather feedback about the program suspension and will present it at the September meeting.
- New Parking directional signs are up and in place throughout downtown. Kevin Thomas' crew is putting them up, thank you Kevin!
- We did a final email mid-August to remind the public that 8/31/16 is the final day for returning stamps for a refund.
- MHR Management and East Brown Cow (Fore Street garage) have had several companies contact them about parking validation programs to replace the Park & Shop program.
- The City of Portland has been working with individual businesses to set up validation programs as well.

**Minute 4.** Review response by the City to the Parking Advocacy Letter: Amy

1. Portland Downtown's Board of Directors voted unanimously to provide up to \$15,000 of its parking study implementation funds to the parking study component of the project.
2. Casey will continue to make sure Portland Downtown has a seat at the table.
3. Amy is applying for a matching grant of an additional \$15,000 in PEDPIP (Portland Economic Development Plan Implementation Program) funds to assure the results of the study will include the majority of Portland's peninsula, and that study findings will become a reality by reducing the amount of implementation funds reassigned to the study portion of the project.
4. Amy is also applying for a matching grant of an additional \$15,000 in PEDPIP funds for the marketing campaign to assure a larger reach.
5. Kim told the committee that Portland Downtown will withhold the \$10,000 so that it will be used for implementation of the Parking Study and that Portland Downtown will provide matching funds for the Marketing campaign (\$15,000) until the next fiscal year to be used in conjunction with the City's next fiscal year.

6. The City is hoping to do a marketing campaign on Multi-Modal options prior to the completion of the parking study. Amy is applying for PEDPIP funds to match Portland Downtown's commitment of \$15,000 for this campaign.

**Minute 5. Other business –**

- Kim noted that as Portland Downtown receives communication surrounding parking issues, Casey is steering them to the person at the City best suited to address the issue.
- Phil described the letter received at Portland Downtown from a Commercial Street resident who is having trouble finding parking close to her home. Due to health issues, she is limited in her ability to walk distances.
  - Asher mentioned that perhaps UPP can offer her a space in one of their garages for the remainder of her stay and gem car rides to and from the garage. If Asher works out a solution, he will let this committee know.
  - Fore Street Garage has a nights and weekends program too, which is half the cost of monthly parking.
  - She might be able to get a resident sticker from the City.
  - Since she addressed her concerns to the Portland Downtown, we ought to formalize a response to her.
- Amy is receiving complaints about parking issues in the India Street neighborhood.
- Kim asked Kevin Thomas if there is anything with which this committee can help his department. Kevin informed this committee of:
  - Kevin's department (Traffic) does striping, puts up lights, banners, cameras for Portland Police Department and signs, among other things.
  - He has a staff of 6-7, down from 14 originally.
  - The City currently does not have a count of how many handicapped spots there are downtown. Amy made a note to add this to the Parking Study. John Peverada likely has this answer.
  - The public needs to be educated on the 4-hour free parking allowance with a handicapped placard.
- There was discussion surrounding food delivery trucks:
  - The City could work on restricting food deliveries to between 2am and 6am.
  - There also could be smaller vans coming into the city delivering only a few items, rather than 18 wheelers.
  - Restrict the times delivery trucks can be on certain streets, possibly, particularly in the Old Port, and businesses will be encouraged to change their receiving hours.
- Sandwich boards continue to be a hindrance to pedestrians and cars on the sidewalk edges on Commercial Street.
- There is a Code Enforcement crew which has staggered shifts. They work on housing and other items, also. There is supposed to be someone dedicated to Downtown, but the budgeted position does not seem to have been filled.

**Next meeting:** Wednesday September 28<sup>th</sup>, 9:00am

Phil adjourned the meeting at 10:00 am.

Respectfully submitted,  
Taffy Eaton, Recorder