



Executive Committee Meeting Minutes

July 13, 2017
9:00 AM

Portland Downtown
549 Congress Street, Portland, Maine

Present:
Kim Volk, Chair
Ken Cianchette
Trish McLellan
Suzie Rephan
Mike Erickson
Denine Leeman

Absent with notice
Erik Urbanek
Penny St. Louis

Staff:
Taffy Eaton
Casey Gilbert

Minute 1. Kim called the meeting to order, welcomed all present and asked for introductions. Kim asked Mike Erickson to share his background. Mike mentioned that Holiday Inn by the Bay has 250 covered parking spaces in the outside garage and 120 under the hotel. They are available for snow ban parking. They currently have 56 monthly parking spaces at \$110.00 per space and they have a waiting list. The Holiday Inn offers the largest function space in northern New England.

Minute 2. Motion to accept:

- a) June 8, 2017 Committee minutes: On a motion made by Trish McLellan, seconded by Ken Cianchette and unanimously adopted it was

RESOLVED: That the minutes of the Executive Committee Meeting of June 8, 2017 be and hereby are accepted to be moved to the Board for acknowledgement.

- b) Summer Kickoff Weekend/Old Port Festival summary report (attached): Casey

- Old Port Festival:
 - Net revenue came in about \$10,000 higher than 2016
 - As noted, if staff time, volunteer time and City expenses that are covered in the Master Agreement (police, fire, public works) were tracked, revenue would be lower and potentially the event would break-even or show a net loss.
 - The ferris wheel revenue is split between DiMillos and Portland Downtown, with DiMillo's getting the larger share. We have not received the check from Smokey's Greater Shows yet.
 - The kid's rides' revenue is down from 2016 due to lower ridership. Casey chose rides that seemed safer than the rides they brought in the past, but also were reportedly not as popular. Our Public Works crew noted that D+L Amusements take too long to break down their equipment post-event. Casey recommends not renewing the contract with D+L Amusements.
 - Sponsorship interest was low for Old Port Festival (possibly due to the radio stations attracting sponsors to cover the cost of their stages and musical acts) but the Square Hop attracted a sponsor in its inaugural year (FatFace clothing on Exchange Street)
 - Vendor revenue was higher this year. Ken would like a breakdown of 2016-2017 comparison of vendor numbers.
 - We rolled out smoke and tobacco free initiatives (in partnership with the City of Portland's Tobacco Prevention Program) at Old Port Festival that were very successful

- Maine Green Power certificates were purchased for all stages
 - Ken suggested having the OPF Ad hoc Committee examine Sally Newhall's role as Event Manager. Casey responded that, if the event continues with the scope that it is currently, an event manager is essential and Sally Newhall was very effective this year.
 - Summer Shop for A Cause:
 - The Locker Project was the recipient of the 2nd Summer Shop for A Cause event. We have received \$3,100 from 50% of the participants thus far. The donation checks are being written to The Locker Project (and mailed to Portland Downtown).
 - The Window Display contest was judged yesterday with the top 3 windows being Little, Arcana and Krucial Kos. Prizes were provided by Maine Today Media, Old Port Magazine, Visit Portland and the Escape Room. Arcana also won the social media category.
 - Kim reported that the Walk the Working Waterfront was a great event – both visitors and participating businesses were very welcoming and happy.
- c) Treasurers update – June 2017: Casey reviewed the attached summary report in Erik's absence. On a motion made by Ken Cianchette, seconded by Suzie Rephan and unanimously adopted following a discussion in which the following points were raised:
- Income:
 - The 2017 fiscal year is not complete but this report is reflective of June financials
 - We are tracking \$20,000 under budget for now. The 2017 fiscal year will be finalized by the end of August so adjustments will be made. Kim thanked Casey for keeping the financials in such good order.
 - Assessment revenue is on budget
 - Expenses:
 - Casey overestimated the total employee costs budget as staff grew to 4 people
 - Events currently float a lot of programs. We would need \$30,000 - 50,000 increased assessment to cover organizational expenses without current event revenue.
 - There has been talk about forming a Resources Committee to identify new sources of sponsorships and volunteers
 - The Visitor Information Booth budget will remain at \$10,000 for FY 2018

it was

RESOLVED: That the financial reports for the month of June 2017 be and hereby are accepted as proposed to the Board.

Minute 3. Committee reports: Trish McLellan made a motion to move the meeting minutes to the Board meeting for acknowledgement following discussion. Suzie Rephan seconded the motion and the vote was unanimous.

- District & Community Services Committee:
 - Jim Devine's name needs to be added to the list of attendees
 - Kim confirmed that the Cadets are introducing themselves to the merchants. Casey mentioned that we might produce tear-off notes for cadets and the overnight Public Works team to use for after-hours visits to businesses
 - Downtown Experience Liaison report – Amy has submitted an International Downtown Association award application in the Leadership and Management category for the partnership between the City, Portland Downtown and LearningWorks in support of graffiti vandalism cleanup.
 - Sidewalk buttlers will be discussed at the next meeting

Minute 4. Other committee reports:

- Legal Affairs election update: Trish
 - 180 of 561 ballots mailed were received. Two ballots were unsigned, 28 were returned to sender, 3 were returned too late, 1 arrived after the deadline.
 - Ballot counting took 2 hours and was very well executed
 - It is unclear how long we need to keep the ballots. After this meeting, Trish left the ballots with Taffy.
 - Do we need the PO Box next year or can the nomination forms be mailed directly to Albin, Randall & Bennett?

- Casey notified all the candidates of their status – (whether they received enough votes to be elected onto the board)
- The Property Owners meeting did not take place this year so the Board was not able to meet the candidates.
- Improvements to the election process were discussed:
 - There should be one more follow-up with the candidates after confirmation of their nomination, letting candidates know when they will hear the election results and that they will hear regardless of the outcome.
- Board resources on the website are very helpful

Minute 5. Executive Directors report:

- Casey will move the advocacy updates to the Board meeting. She is very happy with the City's action behind the advocacy letters.
- Casey will be meeting with Randy Billings, a reporter from the Portland Press Herald today regarding the Panhandling Ad-hoc Committee Advocacy letter submitted to the City. She will meet with Mayor Strimling and Councilor Pious Ali next week.
- The Graffiti Busters program is going well
- The City's effort to move forward the Multi-modal marketing campaign is stalled. Casey would welcome support from the Board to encourage the City to take next steps.

Minute 6. Board agenda – let Kim know if anyone has an item to add to the agenda

- Acknowledge Committee Minutes
- Conflict of Interest and Code of Conduct – all Board members will be asked to sign both next week
- Kim will send around a committee sign-up sheet at the meeting

Kim adjourned the meeting at 10:10.

Respectfully submitted,
Taffy Eaton, Recorder.

2016 Summer Kick-Off Weekend / Old Port Festival

Income

SUMMER KICK OFF WEEKEND	
GONDOLA REVENUE	992.50
KID'S RIDES (D+L AMUSEMENTS)	2,215.00
SPONSORSHIPS	0.00
OPF INCOME	53,619.45
Total SUMMER KICK OFF WEEKEND	<u>56,826.95</u>

Vendor revenue

Notes

Expenses

SUMMER KICK OFF WEEKEND	
OPF MARKETING	8,304.79
OPF PERMITS	10,005.00
OPF SECURITY	2,638.00
OPF PERFORMERS	1,200.00
OPF ELECTRICIAN	6,950.00
OPF EVENTS MANAGER	5,000.00
OPF MISCELLANEOUS	6,032.28
OPF EVENTBRITE FEES	2,828.44
Total SUMMER KICK OFF WEEKEND	<u>42,958.51</u>

PD pays for ALL vendor permits
 ShowDawg Security Services
 Shoe String Theater Parade
 Sally Newhall / Sea Glass Events
 See breakdown below

Net profit / (loss) 13,868.44

Does not include staff time, volunteer time, or expenses covered by our Master Contract (police, fire, etc)

Miscellaneous expenses:

POSTAGE	137.2
MEETINGS	391.7
WTWW (balloons)	282.6
BICYCLE COALITION OF MAINE (free bike valet)	890
PHOTO/VIDEO	1150
FEDEX (copies)	71.48
AMATOS	50.00
POLICE CADETS	539.30
ROYAL FLUSH PORTABLE RESTROOMS	2520.00
	<u>6032.28</u>

**Portland Downtown
Treasurer's Report June 2017: Erik Urbanek
July 7, 2017**



Dear members of the board,

It is my pleasure to deliver to you this written memo to accompany my monthly Treasurer's report. Bottom line is that we are tracking \$20,928 under budget year-to-date. The June financials represent the culmination of our fiscal year. Please note that there are still a few outstanding payments that will reflect in FY17 and therefore, will bring our year-end standing closer to budgeted totals.

Income

Assessment: is on budget.

Total Events: Exceeded budget estimates (+\$18k) due to strong sponsorship, vendor and ticket sales across all year's events.

Grants: Exceeded budget estimates (+\$2k) due to the award of two PEDPIP grants from City of Portland. Note: Still expecting to receive an additional \$2,500 once walking tour brochure project is complete in July.

Contributions Income: Exceeded budget estimates (+\$500) due to a contribution from Machias Savings Bank, as well as participation in a GreenDrinks event.

Marketing/Advertising: Over-budget (+\$4,300) due to renegotiated contract with Portland Press Herald with regard to the Downtown Directory.

Park & Work: slightly over total FY budget (+\$199).

Total Income: Exceeded budgeted estimates (+\$25k).

Expenses

Supplemental Services Contract: Slightly under budget estimate (-\$790).

Total Employee Costs: Under budgeted year-end totals (-\$19,236), due to over-estimates of employee costs. As well,



Q4 bonuses will be paid in July and will be general journaled back to reflect in FY17.

Guides: Under budget (-\$5,600). Portland Downtown has entered into an agreement with Visit Portland for management of Visitor Information Booth for FY18.

Cadets: Slightly under-budget for year-end (-\$863).

LearningWorks, HomeTeam, and Holiday Lights: All on-budget for FY.

Rent & Utilities: Slightly over budget (+\$2k) for fiscal year end, due to mid-year rent and CAM increase that was not forecasted and phone & internet rate increase.

Total Operations Costs: Over budget (+\$3k), due to unforeseen repairs and improvements in the office at 549 Congress Street.

Total Marketing: Over-budget (+\$3,200), \$1,650 of which are payments made to designer for walking tour brochures, which will be off-set by the City PEDPIP grant once received.

Insurance: Under-budget for year-end (-\$1,700), due to the consolidation of insurance policy and reduction in events.

Total Professional Fees: Under budget (-\$2,900), due to the change in accounting firm.

Organizational Activities: Slightly under-budget (-\$136).

Total Events: Over budget (\$15k), due to the upscaling and growth in events and addition of high-level sponsorships, requiring additional expenses.

Park & Work: Over budget (+\$122).

Other Income & Expense: The board voted to use "other income" to reflect income & expenses related to parking & transportation initiatives, which are outlined in the parking advocacy letter. Note that the Grant income (\$7,155) off-sets the expenses associated with the Parking & Transportation Initiatives.

Respectfully submitted,

Erik Urbanek, board Treasurer