



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

**Executive Committee Meeting
Thursday October 13, 2016 at 9:00am 549 Congress St**

A. Call to Order & Chair's comments: Denine

B. Motion to Accept:

- September 8, 2016 Committee Minutes
- Treasurer's Update: Erik Urbanek

C. Committee Reports (minutes attached)

- 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)
- Parking & Transportation Committee (9/28/16)

D. Other Committee Reports:

- Advocacy
 - Proposed Benchmarking Ordinance by City for Building Owners
 - Legal Committee
 - Advocacy policy- Deferred vote last month. Proposed final policy recommended by Legal Affairs committee to be circulated in packet and voted on by Board at September Board meeting.
 - Conflict of Interest Policy –Deferred vote to be voted at September meeting.
- NLOC – City meeting regarding Sound Oversight Committee re-scheduled to Wednesday, 9/14 at 3PM. Update by those who attended.

E. Executive Directors update

- 2016-2017 Portland Press Herald contract

F. Board Agenda: October 20, 2016

- Acknowledge Committee Minutes
- Proposed Benchmarking Ordinance by City for Building Owners
- Legal Affairs committee proposed policies for vote
- Awards earned by Portland Downtown District
- Board Appointees Confirmation
- Vice Chair Appointee/Replacement Vote

G. Other business

- Board Appointees for confirmation by Board
- Interim Vice Chair appointment for confirmation/vote by Board
- Love Locks Fence
- Wayfinding signs on Franklin Arterial



Executive Committee Meeting Minutes

September 8, 2016
9:00 AM.

Portland Downtown
549 Congress Street, Portland, Maine

Present:	Absent:	Staff:
Denine Leeman, Chair	Casey Gilbert	Taffy Eaton
Suzie Rephan	Penny St. Louis	
Erik Urbanek		
Jeff Packard		
Trish McLellan		

Minute 1. Denine called the meeting to order and welcomed all present.

Minute 2. Motion to accept:

- August 11, 2016 Committee minutes: The Committee reviewed the August 11, 2016 meeting minutes. Trish requested the spelling of her last name be corrected - McLellan. Erik made a motion to accept the minutes as corrected. Suzie Rephan seconded the motion and the vote was unanimous.
- Treasurers update - August 2016: Erik Urbanek
 - The reporting system has been changed. It will be comparative month actual to monthly budget reporting.
 - Receiving City assessment funds monthly this year, rather than quarterly, causing a variance from anticipated in budget
 - Committee members like the new reporting – it is easier to follow

Jeff made a motion to accept the August financial reports as presented. Trish seconded the motion and the vote was unanimous.

Minute 3. Committee reports: Trish made a motion to acknowledge the committee meeting minutes. Erik seconded the revised motion. The vote was unanimous.

- Marketing Committee minutes: Goal 2, Strategy B – this came up at the Marketing Committee but relates to Board responsibility, not specifically Marketing. Suzie will bring it up again at the Board meeting to gauge Board members feelings about a retreat.
 - Marketing and Events committees should stay separate. The Events committee is charged with the production of Portland Downtown’s large events. The Marketing Committee is charged with promoting Portland Downtown and downtown as a whole, our branding and our online presence.
 - A Board member rep from the Events Committee should attend Merchant Meetings to keep that group informed. Suzie has pushed the Merchant group to take charge of the retail specific events. They should also advocate for other issues that affect them.
 - The question was asked “Should there be strong above first floor office, residential or other groups that populate downtown represented at the committee level?” Discussion ensued to state that Property owners are the largest group represented on the Board and their tenants and residents are represented, but yes, all constituents should be encouraged to join all committees and be represented. Merchants are associated with the economic environment. Merchants are vocal when an issue affects them. Others may not. It is very difficult to get Congress Street merchants to attend meetings but they are on the agenda monthly and hopefully some new businesses can become regular committee attendees.

Minute 4. Other committee reports:

- Legal Committee:
 - Advocacy policy: postpone Board vote on final draft to October meeting
 - Conflict of Interest policy: postpone Board vote on final draft to October meeting
 - Night Life Oversight Committee (NLOC) –the City is holding an informational Sound Oversight Committee meeting at the same time as NLOC meeting on Wednesday September 14th. Casey has made sure that NLOC meeting will proceed as scheduled and Lt. Hutcheson has promised to have a representative cover for him from the Police Department to continue with regular business.

Minute 5. Executive Directors update: Casey is at the International Downtown Association Conference. She will provide her update at the Board meeting.

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

- Acknowledge Committee Minutes
- Proposed Benchmarking Ordinance by City for Building Owners
- Chair assignments and Committee service selection for year by Board Members – assignments sent out by Denine 9/1.
- Legal Affairs committee proposed policies deferred
- Update to Board on NLOC by-law status discussion – Erik, Sarah
- Awards earned by Portland Downtown District

Minute 7. Other business:

- Request for volunteers for New Ad Hoc committee to complete review and recommended revisions to City Contracts along with DCS assignment to create benchmarks performance measures for the contracts: Josh and Ken will forward to this committee performance measures derived from the DCS committee.
- Committee assignment discussion – Denine circulated her list. This list will be presented to the Board for a vote. Board members should feel free to call Denine to discuss assignments.

Jeff made a motion to adjourn the meeting. Trish seconded the motion and the vote was unanimous. The meeting was adjourned at 9:50.

Respectfully submitted,
Taffy Eaton, Recorder.



**Merchants Meeting
September 1, 2016 at 8:30am
Westin Portland Harborview, Top of the East**

Board members present: Suzie Rephan, June Usher

Others present: Marie Stewart Harmon, Matt Stone, James Dufresne, Susan Driscoll, Sandy Jones, Melissa Spoerl, Joanne Alfiero, Jean Berg, Bill Frappier, Tom Gangewer, Steve Corman, David Argitis, Vanessa Pike, Kelly Fernald, Joe Palacci

Staff present: Adam MacDonald, Taffy Eaton, Amy Geren

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

Minute 2. Summer review

- Portland Police Department (PPD) general overview:
 - David Argitis talked about PPD's heavy summer presence Downtown: there were 2 foot-patrol officer and 4 Cadets. 2016 summer didn't seem any worse than 2015 with transients. While they are unsightly, their rights must be respected as well as merchants, property owners, visitors, etc. The HOME Team is very helpful to PPD.
 - Several merchants commented on how great the Cadets were this summer. Anthony has moved on to Police Academy.
 - Panhandling is not illegal however the PPD observes "travelers" and transients for other ordinance violations. Unless it is privately owned, anyone can stay on a bench all day.
 - Call non-emergency PPD number for people in your doorway
 - Asking politely for transients to move along so you can sweep your sidewalk works
 - David Argitis said friendly conversation with them is good
 - No amplified music is allowed without a permit
 - Aggressive panhandling (yelling, following) should be reported
 - Seemed like a very busy city this summer – generally good experiences.

Minute 3. Cruise Ship season

- Bill Frappier talked about Portland Discovery tour products. Cruise passengers purchase an all-day ticket for \$40 and can get on and off at 7 locations around town. The cruise lines set the prices. Portland Discovery contracts with Royal Caribbean and Celebrity lines and only runs these tours when their ships are in port. They operate regular tours other days.
- Vanessa from CVB gave some stats:
 - September (28 ships) and October (18 ships) busiest months
 - 2016 Passengers: 102,004 Crew: 40,522 – 76 ships
 - 2017 Passengers: 117,525 Crew: 45,686 – 84 ships
 - 2015 around 100,000 (Bob Leeman)
 - From DPA two-month interview process:
 - 45% say Portland destination was important in their itinerary selection
 - top interests: Sightseeing and shopping
 - Average spend: \$100
 - Returning visitors:
 - 25% of passengers are likely to return to Portland within 5 years by cruise
 - 31% of passengers are likely to return to Portland within 5 years by other method
 - Cruise visitors spend 2.8 hours in Portland
 - Find full cruise schedule here: <http://www.cruiseportlandmaine.com/> -> About, Cruise Schedule
 - CVB discount special for Portland Downtown members:

- **Visitor Marketing Program:** \$100 OFF standard \$490 annual rate (PD member cost: \$390)
Includes:
 - Brochures/Flyers at Ocean Gateway Information Center and Portland Ocean Terminal
 - Business listing on responsive destination website www.visitportland.com
 - Business description in Portland's Visitor Guide
 - Business noted on walking-map
(and more!)

Minute 4. Getting ready for the holidays

- Window decorating – Jean Berg from Portland Press Herald and Sophie Sarno from Fish and Bone will Co-chair the committee. They will have a committee meeting next week – everyone is welcome.
 - Windows need to be decorated by the Tree Lighting, Nov. 25th.
 - PPH gives \$1,000 grand prize and Jean will work on other prizes.
 - Categories discussion:
 - Best overall
 - People's Choice includes a social media choice and we also put ballot boxes in participating retailers.
 - Best use of product
 - Best non-retail window
 - Most unique/original
 - Best use of lights
 - Best historically themed

Jean will take these ideas to the committee and work with Adam. Jean will see if she can get a photographer to photograph all the windows and set up a Facebook page. Hopefully we will have more than the 36 participants from 2015. Further discussion:

- Contact MECA or high school art departments to see if they could offer students to do the decorating.
- Judges should judge by December 1st
- Give large prize ribbons to winners to add to their window

Masonic Temple is thinking about having a tree decorating contest by local businesses in 2017. People bid on them then the tree is often donated to a family.

- Tree Lighting – November 25th, 5:30 – 6:30pm. The presenting sponsor is Hood and will bring a life-size snow globe to the event. Sarah Long is the host, Rick Charette back and media sponsors are lined up.
 - Suzie encourages businesses to stay open until at least 8pm
 - Looking into having speakers and screens for better visibility and sound
 - Pop-up dance performances in windows after the Tree Lighting?
- Shop for A Cause Day– Saturday November 26th. Same day as Small Business Saturday but each event bolsters the other. Suzie asked Jean whether she could ask the PPH to promote both. Discuss beneficiaries: organization must be a non-profit, based in downtown or their services and programs have an impact on downtown. Make A Wish, Good Shepherd Food Bank, Main Access Immigrant Network, Goodwill Employment, HOME Team, Salvation Army, a foster family organization. If you have a feeling about any of these, email Adam and Adam will send a survey to the Merchant group.
- Elfternon Lunchtime Shopping – Wednesday's, noon – 2pm: 11/30, 12/7 and 12/14
- Merry Madness – Thursday December 8th – Adam said Portland House of Music has been confirmed for the kick-off event. Since food was an issue last year, we are thinking about hiring B Good to cater.
- Carolers in the Old Port – high school choral groups. Sandy will call area high schools.

Minute 5. Other business:

- Matt told the group that the Titanic exhibit ends on October 23rd. All present are welcome to come in today at 12:15 for free. Dinosaurs will be the next exhibit.

Next meeting: October 6th at 9:00am, Bull Feeney's

Respectfully submitted,
Taffy Eaton, Recorder



DRAFT

**Events Committee Meeting
September 7, 2016 at 9:00am
549 Congress St**

Board members present: Robyn Violette, June Usher

Others present: Sally Newhall

Staff present: Adam MacDonald, Taffy Eaton

Minute 1. Tree Lighting –

a) Sponsorship update:

- Adam told the group that Hood approached us about a sponsorship. They have agreed to a \$7,500 Presenting Sponsorship. They will launch 4 new egg nog flavors, giving out samples at the event.
- MEMIC will continue their \$5,000 sponsorship also.

b) Entertainment update:

- Expenses will be lower than in 2015 because Rick Charette will be the only entertainer. Adam will look into the possibility of another singer to sing one or 2 songs. Sally and Robyn had suggestions.
- Adam will get quotes from both Headlight AV and AV Technics for screens and speakers for better visibility and sound.

c) Ideas to keep people downtown: Restaurant crawl, signature drink at restaurants, shops stay open later, work with Exchange Street Studio to do pop-up dances in store windows. Adam will talk to Jess Lauren Lipton about ideas for other performers.

Minute 2. Merry Madness

a) Sponsorship update:

- Adam showed the committee the sponsorship packet. He will email it to this group.
- The venue sponsor is Portland House of Music.

b) Entertainment/food update:

- We will have drink tickets for a glass and glasses will be handed out. Sally will look into getting a riser (bar topper?) that will keep the glasses out of reach.
- Adam and Sally will meet with B Good about possibly catering the event. See what their high-volume offerings are. We will do a food ticket too.
- Possibly have snack bags IN the goody bags instead of having a food station. Non-perishable food only. Advertise it as "Snacks-to-Go" or something similar so attendees' expectations are managed.
- Large tickets on bright paper, different colors for wine and food
- We could set the room up differently so food and wine could all be inside. Direct the flow of traffic with stansions.
- No beer this year, only wine and complimentary coffee
- Keep ticket prices at \$15 on-line and \$20 at the door
- Raffle – if you register on-line, your name automatically gets entered in the raffle drawing
- Bangor Savings Bank will offer free gift wrapping again, until 9:00pm hopefully
- Will do the step and repeat again or hire a photo booth type of set-up (Kevin Oulette?)

c) New elements:

- Caroling – Sandy from Something’s Fishy is organizing high school groups who will wander through the Old Port
- Wellness component - have chair massages in a retail location – ask Urban Outfitters?

Minute 3. Holiday Window Decorating Contest

- a) Review and approve categories: Adam read the categories suggested at the Merchant Meeting. This topic will be discussed at the October meeting when hopefully Jean Berg, who is running the contest, will be able to attend.

Minute 4. Other business

- a) Event sign-up form for Shop for A Cause Day, Window display, Elfternoon Lunchtime Shopping and Merry Madness will be mailed to merchants next week.

Minute 5. Next meeting: October 5th at 9:00am

Respectfully submitted,
Taffy Eaton, Recorder



DRAFT

Marketing Committee Meeting Minutes

September 13, 2016
8:30 AM.

Portland Downtown
549 Congress Street, Portland, Maine

Present:
Alen Saric
Suzie Rephan
Susan Driscoll
Dawn Tully

Staff:
Adam MacDonald
Taffy Eaton

Minute 1. Alen called the meeting to order

Minute 2. The August 9th meeting minutes were unanimously approved.

Minute 3. Brainstorm Portland Downtown products (merch) to sell in-office and online (tote bags, t-shirts, etc.)

- Price out ceramic travel mugs – navy with white logo
 - T-shirts – improve fabric, fit and style, create a new logo design and possibly use all the Portland Downtown colors
 - Tote bags
 - Cocktail napkins, coasters, bottled water, small notebook, koozies, cell phone covers
 - Talk to Sandy at Something's Fishy about popular clothing items?
 - Beverly at Liberty Graphics, KC at LT's for possible screen printing
 - Offer items to downtown merchants at wholesale pricing
 - Start with a small run of a few items and sell at events or at this office (seasonal window displays)
 - Zootility is a local company that produces great items
 - Will consult with the Legal Affairs Committee to be sure we are operating within our 501c4 limits
 - Possibly send a Doodle poll to collect ideas for products and/or put it on the Merchant Meeting agenda
- b) E-commerce shopping experience? Portland Downtown uses plug-ins on our site.
- Possibly could use Shopify or Woobox.
 - Need to check into shipping materials and costs. Set up an account with a shipper?

Minute 4. Adam told the committee that he and Casey decided to advertise in the MaineBiz Giving Guide to position Portland Downtown as an organization that people and organizations can support with sponsorships, volunteerism, grants, etc. The ads are 2 full pages for \$1,600 with lots of space for descriptions of Portland Downtown as well as photos. These guides are printed annually and people hold on to them for the year. Funds formerly committed to a Maine Invites You ad which was \$3,000 will be redirected to MaineBiz.

Minute 5. Holiday Event update:

- **Tree Lighting**, Friday November 25th: Hood will be the presenting sponsor for \$7,500. They will distribute samples of 4 new egg nog flavors. Hopefully MEMIC will return as a sponsor also, or they might split their support between this event and DWAD. Adam will add the commitment for retailers to “stay open until 8pm” to the Light up Your Holidays paperwork, which will be sent out to all downtown businesses via USPS followed by email reminders.

- **Shop for A Cause Day**, Saturday November 26th: Adam has sent a Survey Monkey survey to choose the beneficiary. Votes are due tomorrow (9/14). Adam will promote the chosen organization on all media sites.
- **Merry Madness**, Thursday December 8th: the kick-off party will be at Portland House of Music again. The Events Committee is working on the details. Snack distribution is being discussed. Perhaps get restaurants to put discount food tickets in goodie bags to encourage attendees to eat at one of the restaurants while shopping. Use cocktail napkins instead of plates?

Minute 6. Adam talked about the International Downtown Awards won by Portland Downtown for the Cadet program and our 2015 Marketing and Rebranding campaign. Portland Downtown is an award winning downtown!

Alen adjourned the meeting at 9:35.

Respectfully submitted,
Taffy Eaton, Recorder.



NLOC Meeting
Wednesday September 14, 2016 at 3:30 PM
Portland Downtown – 549 Congress Street

Present: Sgt. Kevin Cashman (PPD), Tim Sweeton (State Theatre & Port City Music Hall), Tanner Herget (51 Wharf, Bonfire, Drink Exchange), Jessica Hanscombe (Business Licensing)

Board member: Robyn Violette, Alen Saric

Staff: Taffy Eaton

1. **Introductions:** Robyn Violette opened the meeting and welcomed everyone. Introductions were made. Robyn described how the committee chair and co-chair assignments are made.
2. **Minutes:** Robyn made a motion to approve the August 10th meeting minutes. Tanner seconded the motion.
3. **Review Night Life Issues/Calls for Service/License for October renewals (sent with the agenda):**
Sgt. Cashman reviewed the calls for service in the packet
4. **Review of new and pending liquor licenses:** Jessica Hanscombe

September 19, 2016 applications

The Miranda Group d/b/a Proper Charlies. Application for a Class A Lounge with Entertainment with Dance at 26 Exchange Street. Application filed on 8/19/2016. New City and State Applications. Current location of Lovell Design.

Sodexo America, LLC d/b/a Sodexo America, LLC. Application for a Class I Qualified Caterer at 88 Bedford Street. Application filed on 8/19/2016. New City and State Applications. Current location of University of Maine System.

Mark's Sports, LLC d/b/a Mark's Sports. Application for Entertainment without Dance at 50 Wharf St. Application filed on 7/13/16. Applicant holds a current Class XI Restaurant/Lounge with Outdoor Dining on Private Property at 50 Wharf St.

Nosh LLC d/b/a Nosh Kitchen Bar. Application to expand existing alcohol service area for one-day event on September 25, 2016 at 551 Congress St. Application filed on 8/19/16. Applicant currently holds Class XI FSE Restaurant/Lounge License with Outdoor Dining on Public Property. This event is entitled "Nosh Bow." A permit for use of the street will be forthcoming from the Public Services Event Office.

The August meeting minutes indicated that Rhum had filed an **Application to expand existing alcohol service area for one-day event on October 7, 2016 at 4 Free Street.** Jessica Hanscombe from Business Licensing stated that Rhum did not have a pending application currently in her file, so she does not think the event is still happening.

October 5, 2016 applications

LB Kitchen, LLC d/b/a LB Kitchen. Application for a Class III & IV Malt & Vinous at 249 Congress Street. Application filed on 9/2/2016. New City and State Applications. Current location is unoccupied and last use was a restaurant named Figa Restaurant.

Dutch's d/b/a Dutch's. Application for a Class I Restaurant at 28 Preble Street. Application filed on 8/30/2016. Applicant holds a current Food Service Establishment License and is upgrading to include alcohol.

- Discussion: Marc's Sports should not be issued an entertainment license because they are within 100' of another entertainment license holder, 51 Wharf. There had not been a previous tenant within 5 years that held an entertainment license. This makes them ineligible.

5. **Other:**

- Sound Oversight Committee meeting: Alen Saric gave a quick overview of the meeting that took place today at 3:00. It was essentially a recap of what the committee is for, who sits on the committee and that it has been meeting only when a sound violation triggers a need. Moving forward, they will meet once a month and allow public comment to discuss potential sound issues.

6. **Next meeting:** October 12th, 2016, 3:30pm

Robyn adjourned the meeting at 4:05pm.

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, September 15, 2016 at 1:00pm
549 Congress St.

Board members present: Josh Benthien (Northland Enterprises), 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 & Roberta Alexander (Soakology), Ed Gardner & Kelley Craig (Ocean Gate Plaza), Joseph Palacci (Pierre's of Exchange St), Tatiana McChesney (Maine Body Works)

Staff present: Amy Geren, Taffy Eaton

Minute 1. Josh Benthien welcomed everyone, introduced the Board members present and asked for introductions.

Minute 2. On a motion by Ken Cianchette and seconded by Phil Haughey, the committee unanimously accepted the August 18th meeting minutes.

Minute 3. Department of Public Works recap –

- a) Spring Street Garage Public Works facility tour: The committee chairs just came from a tour of the storage facility and shop. They saw all the snow removal equipment, street vacuums, etc. They saw the sidewalk snow removal map for the first time – there are 14.5 miles of sidewalks in total downtown. Josh spoke about the challenges of clearing snow around tree wells and light poles. There are some very narrow sidewalks and only one of their machines can be used for narrow sidewalks. Josh and Ken think it's time to have a more efficient way to organize winter weather clearance efforts. They have identified areas with City Arborist, Jeff Tarling, where it might be better to not have trees. Perhaps instead of replacing a dead tree with another tree, those funds could be used to plant a tree in an area that needs/wants one.
- b) The City has purchased new equipment through the Public Works budget and is letting the Portland Downtown crew have the use of it.
- c) Portland Downtown can help facilitate multiple City departments working together. The next step could be to meet with Steve Early, Jeff Tarling and Portland Downtown to start discussing changes for 2017-2018.
- d) Portland Downtown staff meets with the City Public Works team monthly

Minute 4. Panhandling issue: Josh Benthien recommended the Board of Directors take it on as an advocacy issue and possibly have a sub-committee tackle the issue. Portland Downtown would like to hold a public meeting inviting everyone to a meeting including social service organizations.

Discussion:

- How is the Public Works crew involved with panhandling? They are not involved. The Portland Police should be called with an issue or concern.
- We need to start collecting ideas, stories and visuals (511 Congress St has lots of pictures and video of panhandling to contribute). Large numbers of people will help support the public meeting. The end result could be a letter written by Portland Downtown to the City with all the input and also providing solutions. We might want to collect signatures too. Our advocacy letters are being heard at the City.

Graffiti:

- Contact the Neighborhood Prosecutor for graffiti on privately owned buildings. He will contact the property owner directly.
- See, Click, Fix is also a helpful tool for reporting issues
- Dedicated parks and mural walls have helped graffiti problems in other cities

Minute 5. Supplemental Services Agreement changes – the Board will create an Ad Hoc committee to renegotiate the contract. The Ad Hoc committee will circle back with this committee and welcome comments.

Minute 6. DEL update: Street cleaning, trash/recycling containers, graffiti removal, cadet program (attached) – Amy

- Cadet Program and Portland Downtown’s rebranding effort are both award winners through the International Downtown Association.
- Amy is working on a full evaluation of the Cadet program. Community development is the Cadet’s key role.
- Smoking in parks is still the largest citation

Minute 7. Other business

- There are about 20 abandoned bikes in the garage. Perhaps we could consider using the bikes in a bike share program.
- Email Josh or Amy with any ideas for October’s meeting

Respectfully submitted,
Taffy Eaton, recorder

Update from your Downtown Experience Liaison

September 2016

Graffiti

LearningWorks

- LearningWorks, the City's neighborhood prosecutor and I have been sharing a graffiti tracker that is based on reported graffiti vandalism. LearningWorks provides updates on the tracker for the Police Department and Portland Downtown.
- Next Steps: Continue to assist with property owner contact for water source, and/or coordinate with City of Portland for water truck availability/use.

Trash/Recycling Receptacles

- The PO to order the new cans was issued by the City.
- I confirmed with the City's Historic Department that the color match has to be as close as possible, so I've ordered a color swatch from the manufacturer to assure it will match.
- It was determined at the last DPW meeting that Congress Square Park, Monument Square, Monument Way, Tommy's or Post Office Park, and Commercial Street would be the best locations to pilot the new cans.
- Next Steps: Confirm color swatch is a match; receive and place new cans.

Downtown Cadet Program

IDA Awards

- Casey accepted the Award of Excellence for the Downtown Cadet Program at the International Downtown Association's 62nd Annual Conference last week.
- Adam and I prepared a press release based on materials provided by the IDA.
- The press release went out this morning.
- Next Steps: Respond to media acknowledgment about the award.

Community Engagement

- The cadets assisted with community events, including:
 - Local Fill a Backpack effort to get students off to a great start;
 - WCSH 6 Sidewalk Art Festival; and
 - Hip-Hop Summit at Congress Square Park (where they made two marijuana warnings, one drinking in public warning, and one criminal trespass warning)
- Portland Downtown hosted a luncheon honoring the cadets for the work this summer. The luncheon was held at DiMillo's and DCS Committee chairs, Portland Downtown Board of Directors president, Executive Director, and DEL, Chief Sauschuck, and the cadets' supervising sergeant joined them to thank them for their service this season.

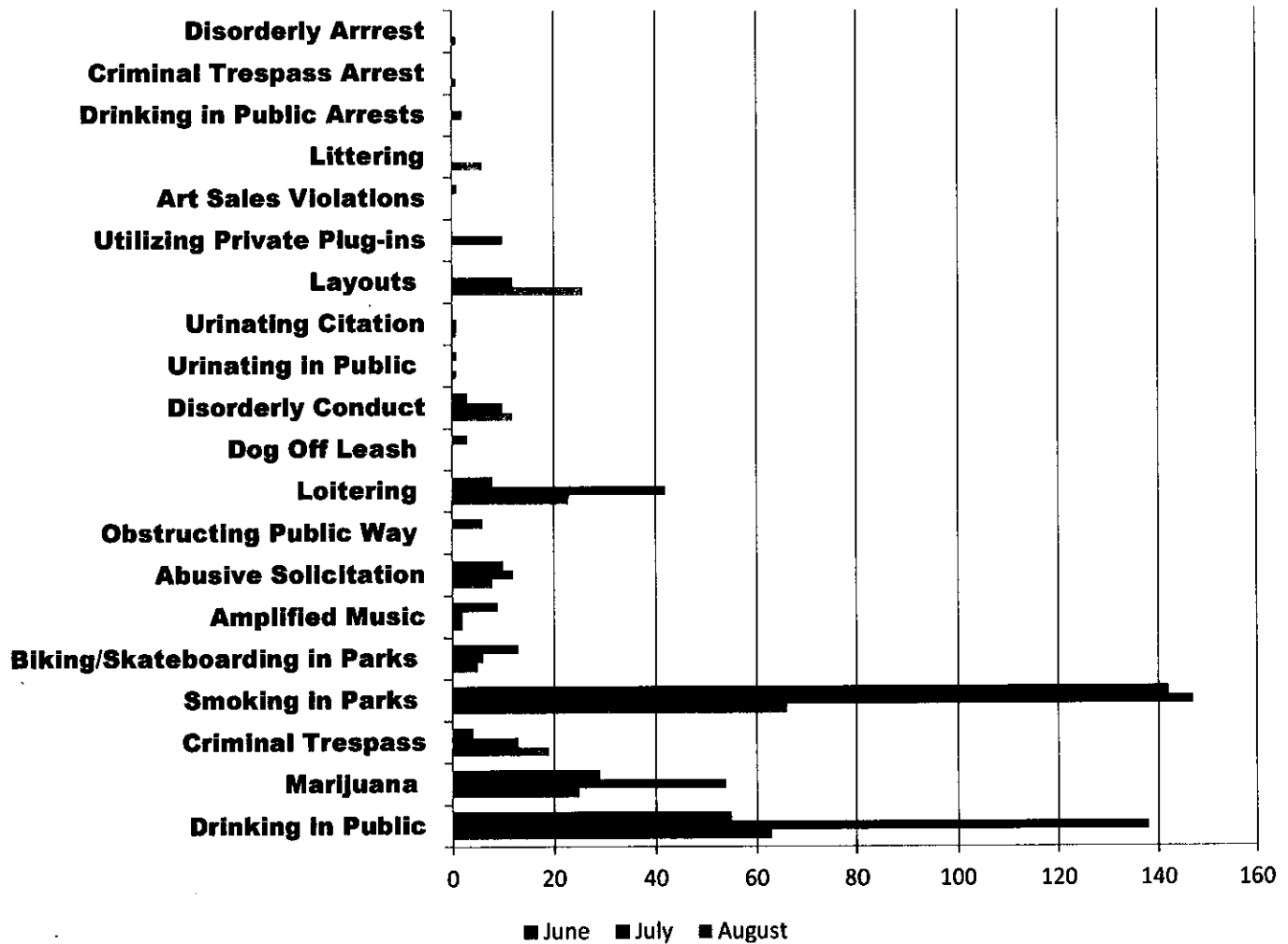
Contact Stats

- The cadets are working as one group because there are only three of them and they need to work minimally in pairs. Overall, the number of ordinance citations was down for the month, but smoking in parks and drinking in public warnings continued to lead ordinance violation warnings.
- Next Steps: Continue to collect stats for a full evaluation at the end of the season; meet with the cadets and their supervisors to get their feedback on the program; look at surveying stakeholders for their impressions of the program.

Arrests

- There were two arrests related to criminal trespassing and disorderly conduct. I am working with the neighborhood prosecutor to receive updates on the outcome of these arrests.
- Next Steps: Compile arrest and prosecution details for the full evaluation.

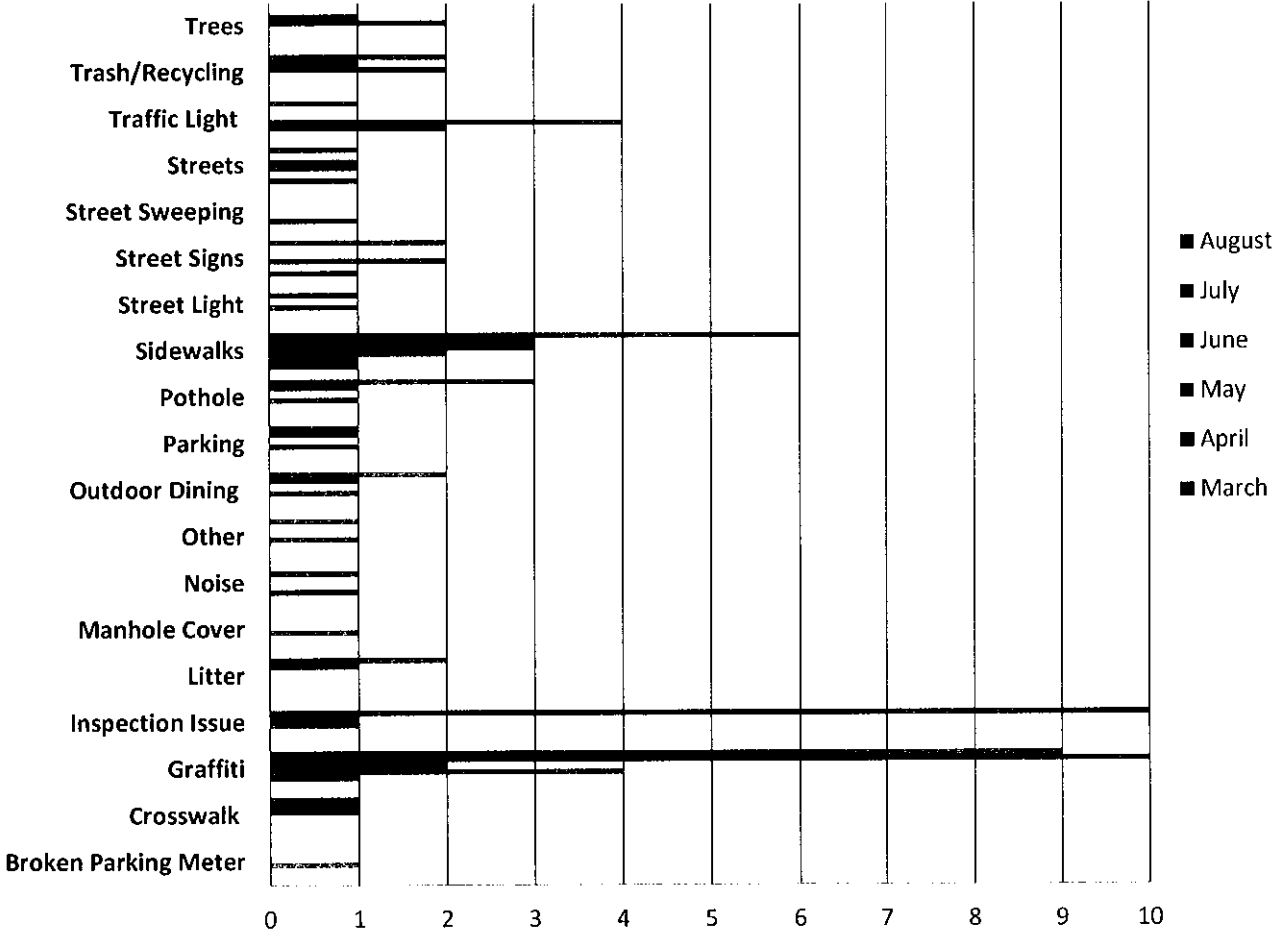
Downtown Cadet Stats: June, July and August 2016



See, Click, Fix

- The large majority of See, Click, Fix data (24.8% percent) for the period continue to report graffiti vandalism. I continue to share this information with LearningWorks to prioritize graffiti removal.

Fix it! Portland Reports March - August, 2016





**Parking & Transportation Committee meeting minutes
September 28, 2016 at 9:00am
549 Congress St.**

Board members Present: Kim Volk (Aurora Financial), Phil Haughey (MHR Management), Mike McDonald (North River Co), Jeff Packard

Others: Kevin Thomas (City of Portland DPW, Traffic Division), Asher Chappell & Jeff Laniewski (Unified Parking Partners), John Peverada (City of Portland Parking Division), Megan Doane (Portland Stage), Dawn Tully (volunteer), Alanna York (Head Games), Joseph Palacci (Pierre's of Exchange)

Staff present: Taffy Eaton, Amy Geren

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

Minute 2. Review and approve August 24, 2016 minutes: Phil made a motion to accept the minutes as presented. Mike McDonald seconded the motion and the vote was unanimous.

Minute 3. Update on Park and Shop expense reimbursement and responses:

Amy circulated her report – attached

- Refunded just over \$10,000 worth of returned stamps
- Public transportation will be a big piece of the parking study
- Temple St signed up 10-12 companies for validation programs. City garages, Ocean Gateway, Public Market and Portland Square garages all offer validation programs. Phil described how the validation program works.
- Mike has been asked where Portland Downtown stands with the City bringing the ticket forgiveness program back. John responded that the program will not be reinstated. There was no way to measure the success. Did people appreciate it? Abuse it? It cost the City \$600,000 annually. The City will use the money for other transportation and parking related work.
- Parking meters are in place in order to move people around the City
- Taking striping off where there are parking kiosks can accommodate more cars than where there are meters. Same for motorcycle, moped and scooter parking.
- Head Games is affected by the Park & Shop suspension. There are others businesses also being affected. Kim suggested Alanna talk to her constituents and contact Amy Geren with feedback and ideas towards a solution. This committee is working on where the greatest need is and what sort of need.
- Alanna suggested giving a parking discount for locals (Mainers) and downtown workers. Perhaps offer a shuttle from parking lots on the periphery of the City or downtown.
- It will take a while for Mainers to appreciate public transportation. METRO is improving their service with real-time apps to track buses.

Minute 4. Update re City's Parking & Transportation study: Amy

- The consultant has been selected. It is a 3-month study. Portland Downtown is contributing \$15,000 to expand the study to ALL of Downtown and the eastern waterfront. Contact Jeff Levine in the Planning Department at the City with concerns or questions.

- This committee will have an opportunity to discuss the study scope and requirements with Jeff at some point since Portland Downtown is a contributing funder
- Portland Downtown has also agreed to contribute \$15,000 towards a marketing campaign through a PEDPIP Grant with the City. If it appears that the City doesn't have capacity to run the campaign at this point, Portland Downtown will coordinate with GPCOG to conduct an independent study.
- City of Portland Planning doesn't feel there is a problem doing the study during the fall vs the summer.
- Wayfinding will likely be part of the study; Portland Downtown might be able to weigh in on this as a priority

Minute 5. Update on Technology upgrade by City of Portland Parking Department (Can parking be paid by an App?):

- John said that the handheld ticket writing technology will be in use soon. Customers can pay immediately on line (\$3 fee to pay online).
- A new app called Passport Parking will be rolled out the first quarter of 2017 to use to pay for meters. The program will be good for Downtown businesses because the business owner can pay on their customers' account too. Street parking rates will still be \$1 per hour, with a \$.25 upcharge per transaction. A business does not pay an upcharge if adding time to their customers' meter. The technology will allow messages to be sent to the customer alerting them of meter time running out.
- Unified Parking Partners will switch to this technology also
- The City might change the Parking Ordinance to say that parkers have to move their car to another block after 2 hours.
- "Wallet" is a pre-pay system for street parking
- Passport Parking will come to Portland Downtown committee meetings when the program is ready to roll out

Minute 6. ZipBike, PARKing day merchant comments, Sell Metro Tix at the Ferry Terminal, Misc. - Kim

- ZipBike - would this program affect Portland Bike Share? Kim will look into.
- The City uses UCar instead of ZipCar. It's a better program for City (they pay meter costs). Kim said ZipCar is focusing on the universities.
- PARKing Day comments – the program got push back from merchants so no spaces between Middle and Commercial St were used.
- METRO ticket sales at Casco Bay Lines ferry terminal – It would be handy because Bus 8 picks up at the terminal.

Minute 7. Other business –

- a) Design a project to pitch to Don Shoup - Casey is working on this.
- b) Add more bike corrals/racks Downtown?
 - I. They create more obstacles for snow clearing.
 - II. Off-street corrals are being worked on.
 - III. Leave parking meter posts once meters are removed and add D's with a fence cap to accommodate 2 bikes? John Peverada said removing the posts facilitates snow removal and beautifies the sidewalk, which was a directive from Portland Downtown years ago.
- c) Delivery/dual wheel trucks in the Old Port. Deliveries should be made before noon. John said they tried restricting delivery times years ago and it didn't work. Over the road truckers cannot accommodate restricted delivery times. Cisco can deliver without a receiver (middle of the night). It is time to revisit this problem. The Press Hotel is allowed to close down Market St for deliveries.
- d) Asher requested additional signage be installed pointing to parking lots off of Congress St. The current wayfinding signs do not. Portland Downtown will work with City to install additional signage. Signage can change as lots open and close. Is there a way to simplify?

Next meeting: Wednesday October 26th, 9:00am

Phil adjourned the meeting at 10:21 am.

Respectfully submitted,
Taffy Eaton, Recorder

Park & Shop Suspension Feedback

Pre-suspension Downtown Survey Feedback

Downtown business owners were sent an on-line survey in December 2015 to assess knowledge and use of the Park & Shop program, and how important they felt the program was to the bottom line of their businesses. Survey participants were asked for their suggestions for program improvement or ideas for a new program to encourage commerce Downtown.

There was a range of suggestions that spanned eliminating the program altogether to keeping a variation of the program. Some survey participants suspected the program would be more successful if it were marketed more aggressively and in conjunction with popular shopping events for greater visibility.

Alternatives to Parking

Several respondents recommended focusing on alternatives to driving Downtown, and in fact felt discouraging parking Downtown to make the environment more pleasant and safe for pedestrians, bicycles and wheelchairs should become the focus of transportation and parking plans for Downtown. Suggestions for making this possible included the provision of a parking lot away from Downtown with either regular shuttle service or designated Metro service to Downtown.

Downtown Worker Parking Options

Opening designated parking options for Downtown workers was suggested as a way to make Downtown parking more available for shoppers and business users. As well, increasing wayfinding to parking away from Downtown to support parking in one location and then walking or using regular Metro service to get around the peninsula was offered as a suggestion.

Managing the Parking Supply

Some creative solutions to making garage parking more accessible to shoppers included charging businesses a flat rate each month to provide limited free parking to their customers, or invoicing businesses for usage based on a validation system. Other survey participants suggested adding more private parking options.

Metering

There were many mentions of the current metering system prohibiting business Downtown, and many respondents provided suggestions for improvement within the scope of this system. The new metering stations that allow the use of credit cards seem to be well received by customers, and respondents made the suggestion to increase this technology. This parking technology, one respondent suggested, could potentially be used to apply shopping discounts retroactively at the pay station. There were also suggestions that the time limit could be increased to allow for more than two hours of parking, and rates could be reduced or could offer more value. In areas where individual coin meters have been replaced by metering stations, it was suggested that parking space lines be placed on the pavement to encourage more efficient use of space.

Several businesses noted the time period for required paid parking at meters was not representative of times when parking was highest in demand. There were several suggestions to begin required paid parking at meters later in the day and to extend the requirement later (i.e. 12 – 9 PM), as well as extend or eliminate the time limit for paid parking later in the evening (i.e. unlimited paid meter time after 5 PM). This fee structure would capture more night life and restaurant users, who arguably have the disposable income for entertainment and can better afford extended parking fees.

Post-suspension Downtown User Feedback

Program user feedback was documented during the transition period through August 31, 2016, when the program was formally suspended. Unlike the digital survey, suspension feedback was not solicited and came to the office through e-mails, postal service, telephone calls, and in-person encounters. Responses were exclusively in reaction to the loss of the program, and often collected during Park & Shop sticker returns.

Despite consistent disappointment with the loss of the program, there were some constructive suggestions from businesses that were users of the program. One business owner noted that many garages tend to be full during the day for monthly users, but suspected there may be space available for night life downtown after business hours. We heard many requests for the return of the program in some form or another. Many program users expressed concern that the loss of the program will negatively impact business downtown, fearing that shoppers will go to the mall or other areas with readily available parking.

Below are two tables summarizing the responses given by type of business from business owners, and by type of contact from program patrons.

Suspension Response from Businesses	Type of Business
Garages are full during the day for prepaid reserved space that may be available for evening parking	Restaurant
Currently validates at the One City Center garage	Wealth management
Temple Street garage is popular	Wealth management
Hopes the program will be reinstalled after the year of cessation	Massage therapist
Difficult for clients of limited means and will detrimentally impact business	LCPC
Should increase rates rather than eliminating the program altogether	Spa
City needs a comprehensive plan that moves traffic along using metered, time-limited parking spots and designates some streets as one-way to increase parking advantage to small businesses	LCSW in the India Street Neighborhood

Suspension Response from Patrons	Type of contact
Used Park & Shops stamps for many years without the hassle of parking fees and believes the suspension will drive many people to outlying areas	E-mail
Given up going downtown	Twitter
The City of Portland should feel obligated to take on the responsibility of providing the program	Twitter

Disappointed and cautions that shoppers will go to the mall	Phone call
Cautions that the suspension will hurt local business	Phone call
Will go to the mall	Phone call
Exacerbated examples of disorderly conduct on public transportation on some routes: drunkenness; vomiting; foul language	In person