



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 November 10, 2016 at 9:00am 549 Congress St**

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

Welcome new members to the Board, as well as acknowledge our new Vice Chair

B. Motion to Accept:

- October 13, 2016 Committee Minutes
- Treasurer's Update: Erik Urbanek

C. Committee Reports (minutes attached)

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

D. Other Committee Reports:

- Advocacy
 - Proposed Benchmarking Ordinance by City for Building Owners
 - Updates on Advocacy issues – Parking and Sound

E. Executive Directors update

F. Board Agenda: November 17, 2016

- Acknowledge Committee Minutes
- Proposed Benchmarking Ordinance by City for Building Owners
- Holiday Events – Board Participation
- Committee Priorities for remainder of 2017 fiscal year shared by Chairs of Committees

G. Other business

- Supplemental Services Agreement ad hoc Committee



Executive Committee Meeting Minutes

October 13, 2016
9:00 AM.

Portland Downtown
549 Congress Street, Portland, Maine

Present:

Denine Leeman, Chair
Erik Urbanek
Trish McLellan
Ken Cianchette
Kim Volk
Phil Haughey

Absent:

Suzie Rephan
Penny St. Louis

Staff:

Casey Gilbert
Taffy Eaton

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

Minute 2. Motion to accept:

- a) September 8, 2016 Committee minutes: On a motion made by Kim Volk, seconded by Phil Haughey and unanimously adopted,

it was

RESOLVED: That the minutes of the Executive Committee Meeting of September 8th be and hereby are accepted as proposed.

- b) Treasurers update - September 2016: Erik Urbanek reviewed the reports. On a motion made by Phil Haughey, seconded by Trish McLellan and unanimously adopted following a discussion in which the following points were raised:

- o Erik will add a Treasurers Memo (summary or variance report) to the monthly reporting
- o Erik will continue to meet with Casey and Mary Eshelman prior to Executive Committee
- o Erik will keep a Profit & Loss detailed report for his reference/use only
- o We are on budget at this time for FY 16-17
- o The July to September budget is reported in this new format (YTD vs. monthly). Variances will be explained by Erik in his monthly summary.
- o Once the 2016 holiday events are over, Casey will produce a wrap-up with comparisons to 2015.
- o Casey will keep an eye on salaries & wages as well as rent and CAM, but the variances are most likely explained by timing issues

it was

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

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

Minute 4. Other committee reports:

- Advocacy
 - o Proposed Benchmarking Ordinance
 - Denine Leeman, Tim Soley (East Brown Cow Management) and Trish McLellan and Vin Veroneau (JB Brown) met with City Councilor Jon Hinck, who put forth the ordinance to the City's Energy & Sustainability Committee for consideration. Also in attendance at that meeting was Jim Brady of The Press Hotel and CPB2, LLC and a future resource for energy efficiency in NEEP (Northeast Energy

Efficiency Partnerships) Carolyn Goldthwaite. They shared their thoughts on the excessive amount of administration and oversight that would be required by the property owners should an ordinance such as this be enacted. They suggested the City should evaluate municipal buildings first. The utility structure and reporting software is in place - the reporting should come right from the utilities in order to streamline the process. Councilor Hinck told them that property owners will not be charged penalties, even though the ordinance states they will. Councilor Hinck redlined the ordinance with these property owners' comments, however, the changes do not necessarily mean that any of those developers present are in favor of any ordinance at this time. The ordinance discussion is on the October 17th Council agenda, 5:00pm meeting. However, it may get postponed until the November 7th Council meeting. Ed Suslovic is in favor of the 2030 District and for deferring the Benchmarking Ordinance until after the 2030 District is in place and has had sufficient time to evaluate its impact. It is important for property owners to attend the Council meeting.

- The 2030 District will issue a press release tomorrow stating that they have been recognized by the National 2030 District.
 - Ed Suslovic suggested emailing Benchmarking Ordinance concerns to the rest of the City Council members, and reaching out personally to Spencer Thibodeau. The Portland Community Chamber has also been talking to Councilor Hinck about their concerns with the proposed ordinance.
 - On a motion made by Denine Leeman, seconded by Erik Urbanek, it was RESOLVED to authorize the Executive Director to be able to present a statement at the October 17th City Council meeting opposed to the Benchmarking ordinance as presented and voted on by the Board vote to take up a stand against the ordinance in the name of Portland Downtown and its constituents. Trish will provide Casey with talking points in the interest of time. Casey can make a more formal statement at the November 7th Council meeting if the item is postponed.
 - This committee also suggests that voting by email proxy should be allowed in the bylaws for purposes of these types of issues that come up and move fast through the City between Board meetings. We can discuss at the Board meeting.
- Legal Committee:
 - Advocacy Policy and Conflict of Interest Policy: Trish will follow up with Penny St Louis in an attempt to finalize these documents for distribution in the Board packet and voting at the Board meeting next week.

Minute 5. Executive Directors update: Casey

- 2016-2017 Portland Press Herald contract: Portland Downtown has had 2 standing contracts with the Portland Press Herald.
 - 1) Two year contract for the directory. They sell the advertising, do the lay-out, print 162,000 and do an initial distribution. Portland Downtown received \$2,500 in revenue in prior years. Casey asked Adam to create a spread sheet of the estimated ad revenue Portland Press Herald receives. It came to roughly \$80,000 – \$90,000.
 - 2) The second contract was for the Tree Lighting and Merry Madness. Portland Press Herald Toys Fund was the charitable partner for Light Up Your Holidays and Portland Downtown made a donation to the Toy Fund.The previous contracts required us to spend \$8,000 with the Portland Press Herald and we also received \$8,000 in trade. Casey prefers annual contracts and feels \$2,500 is not sufficient revenue. Casey and the Portland Press Herald settled on one contract, an annual payment of \$5,000 in cash for directory revenue sharing and decreased our spending to \$4,000 (with a \$4k in-kind match from PPH). Portland Downtown will now be a sponsor of Maine Voices – 8 events with local speakers (Maine-based authors & business owners). Portland Downtown promotional materials will be displayed at the events held at One Longfellow Square. Longfellow Books sells the authors' books. Casey is happy with new contract but will do further work on it next year.
- Parking & Transportation Advocacy Letter update: the RFP went out, the Parking Study has begun and the marketing campaign meeting is scheduled. Casey has contracted with Filipp Kotsishevskiy to do a multi modal video.
- Sound Advocacy Letter update: the Night Life Oversight Committee decided the City's Sound Oversight Committee should meet on the 2nd Wednesday of the month following the NLOC meeting, at 5pm in Room 209 at City Hall. The sound ordinances will be addressed at a special City Council Workshop in October. Casey will send a meeting notice to the Board.
- First quarter staff reviews have been completed. Casey thanked the committee for approving money in the budget for bonuses. Casey has the review information if anyone is interested in seeing it.

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
- Legal Affairs committee proposed policies for vote
- Awards earned by Portland Downtown
- Board Appointees Confirmation
- Vice Chair Appointee/Replacement Vote

Minute 7. Other business:

- a) Board Appointees for confirmation by Board: Denine met with 4 perspective Board members in an effort to fill 2 Presidential Appointments.
 - i. Denine has recommended David Packard as the Residential Representative. He is a Contract Real Estate and Energy attorney, is thoughtful and is the owner of a downtown multi-unit, in which he resides.
 - ii. Matt Vieth with Machias Savings Bank, is a lender, lives on East End and is interested assisting Portland Downtown with its Strategic Plan goals
 - iii. Bangor Savings had no one to put forth
 - iv. Susan Driscoll decided she was not interested in a Board seat
 - v. Denine also met with Gary Smith who will join some committees. He owns a condo on Silver St, works downtown and is interested in the Noise issue and Parking & Transportation issues.
- b) Interim Vice Chair appointment for confirmation/vote by the Board:
 - i. Kim Volk has graciously accepted Denine's request to help her to fill the void in the position of Vice Chair. Denine would like to make a recommendation to the Board and ask for a vote. On a motion made by Phil Haughey, seconded by Trish McLellan and unanimously adopted, it was RESOLVED to bring Denine's recommendation to the Board for a vote.

The board appointees, David Packard and Matt Vieth will be invited to come meet board members at the beginning of the October 20th meeting.

- c) Love Locks Fence: the new wave fence looks great. Casey pointed out that Portland Downtown brought the condition of the Love Locks Fence to the City's attention and the City Manager acted quickly to resolve the safety issue and to replace the fence with something much more aesthetically pleasing. It was a fruitful partnership. Steve DiMillo was also very gracious to let the Love Locks Fence gate be displayed on his wharf temporarily for public display.
- d) Wayfinding signs on Franklin Arterial: Casey told the committee that she sent pictures of the current hoop signs to Jon Jennings, who responded quickly to refurbish the new signs. Franklin Arterial signs are done and they look much better. The remaining signs will slowly be refurbished.
- e) Casey meets with Jon Jennings regularly and he feels that Portland Downtown is a very good partner. If any Executive Committee or board members would be willing to write Jon Jennings a thank you note for his partnership and follow-through, it would be a welcomed gesture.

Denine adjourned the meeting at 10:05.

Respectfully submitted,
Taffy Eaton, Recorder.



DRAFT

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

Board members present: Ken Cianchette

Others present: Sally Newhall, Dawn Tully

Staff present: Casey Gilbert, Adam MacDonald, Taffy Eaton

Minute 1. Introductions

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

Minute 3. Updates and next steps for holiday events:

a) Tree Lighting, Nov. 25th –

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

b) Merry Madness

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

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

Respectfully submitted,
Taffy Eaton, Recorder



DRAFT

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

Board members present: Suzie Rephan

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

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

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

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

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

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

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

Further information available here: <http://conta.cc/2dpr4rw> (also attached) and http://www.maine.gov/labor/labor_laws/overtime.html

Also the Blog Post Curtis referenced:

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

Minute 4. Street vendors group exercise - Casey

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

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

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

Minute 5. Holiday events: updates and discussion - Adam

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

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

Respectfully submitted,
Taffy Eaton, Recorder



DRAFT

Marketing Committee Meeting Minutes

October 11, 2016
8:30 AM.

Portland Downtown
549 Congress Street, Portland, Maine

Present:
Alen Saric
Susan Driscoll
Dawn Tully
Jean Berg

Staff:
Adam MacDonald
Taffy Eaton

Minute 1. Alen called the meeting to order

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

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

The minutes were unanimously approved.

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

Minute 4. Merry Madness registration process and promo plan:

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

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

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

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

Alen adjourned the meeting at 9:40.

Respectfully submitted,
Taffy Eaton, Recorder.



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

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

Board member: Robyn Violette, Sarah Martin, Alen Saric

Staff: Taffy Eaton, Casey Gilbert

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

October 17, 2016 applications

Tomaso's Canteen Inc. d/b/a Tomaso's Canteen. Application for a Class A Lounge at 18 Hampshire Street.

Application filed on 9/16/2016. New City and State Applications. Current location is Tomaso's Canteen. There is a Corporate Structure change of more than 10%.

November 7th applications

Forq LLC d/b/a Fork Food Lab. Application for a Class III & IV Beer and Wine Restaurant at 270 Lancaster Street.

Application filed on 10/6/2016. Applicant holds a current Food Service Establishment License and is upgrading to include beer and wine.

Minato, LLC d/b/a Izakaya Minato. Application for a Class 1 License with Outdoor Dining on Public Property at

54 Washington Avenue. Application submitted on 9/22/16. New City and State applications. Current location of Falmouth Flowers and Gifts.

5. **Other:**

- Sound Oversight Committee – Lt. Cashman told the committee that Chief Sauschuck would like to skip the October meeting since the Lieutenant has just started this position. The Chief would like have a meeting in November piggy backing on the NLOC meeting. Committee members are Lt. Cashman, Code Enforcement Officer Chuck Fagone, liquor license holder Bob Waitkevitch and sound engineer Jack Murray. Future meetings will be open forum with public comment welcome and will be held in Room 2019

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

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

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

Sarah adjourned the meeting at 4:00pm.

September 7, 2016 applications

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

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



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

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

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

Staff present: Amy Geren, Taffy Eaton

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

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

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

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

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

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

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

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

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

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

Suggestions:

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

Action items:

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

Minute 6. Other business

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

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

Respectfully submitted,
Taffy Eaton, recorder

Update from your Downtown Experience Liaison

October 2016

Graffiti

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

Trash/Recycling Receptacles

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

Downtown Beautification

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

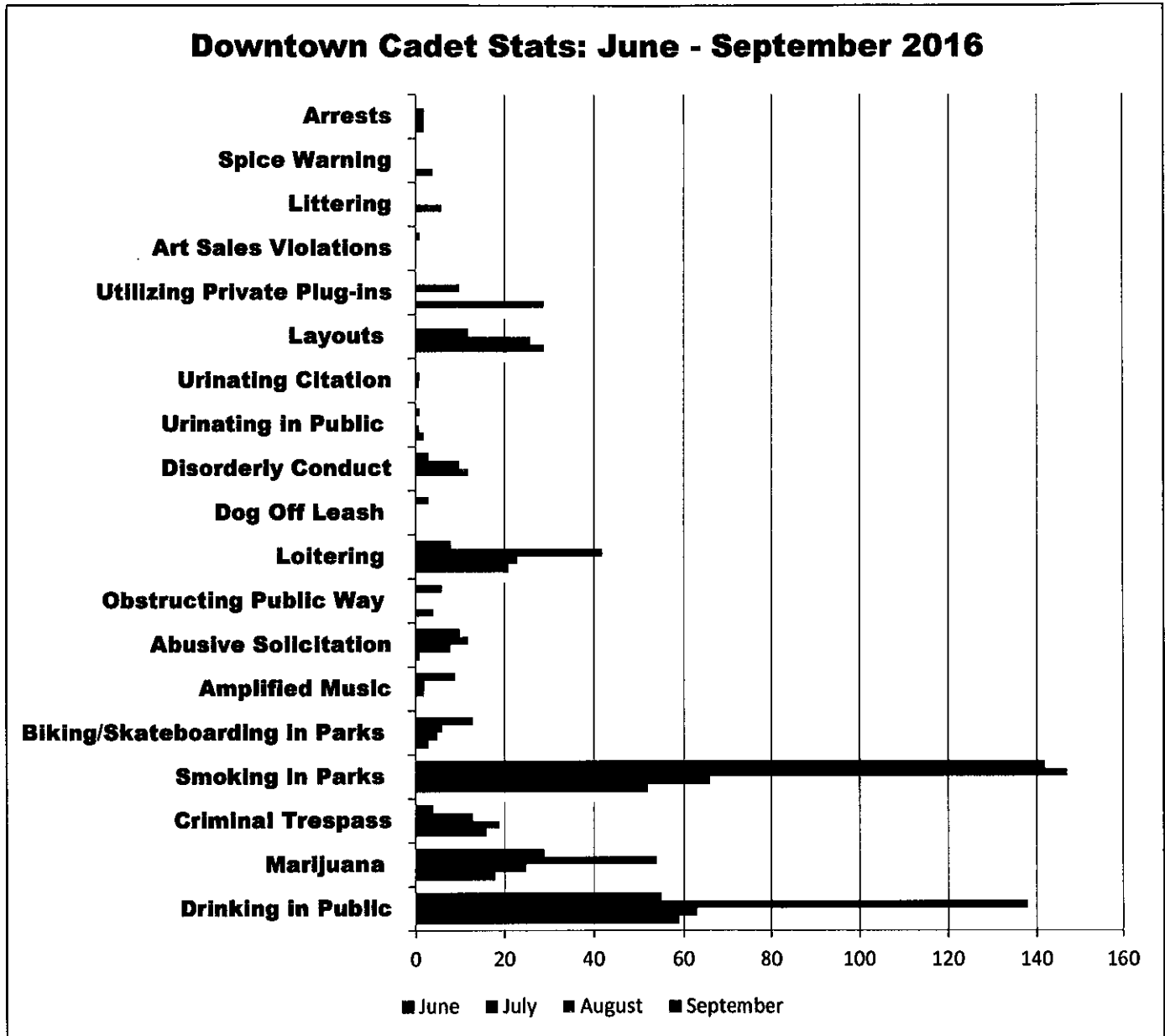
Property Owner Snow Removal Responsibility

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

Downtown Cadet Program

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

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



Panhandling Discussion

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

Portland 2030 District

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



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

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

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

Staff present: Casey Gilbert, Taffy Eaton

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

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

Minute 3. Update from Casey Gilbert:

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

Minute 4. Delivery times in the Old Port – Kim

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

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

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

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

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

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

Minute 7. Other business –

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

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

Kim adjourned the meeting at 10:05 am.

Respectfully submitted,
Taffy Eaton, Recorder