



*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 December 8, 2016 at 9:00 – 10:00am  
549 Congress St**

- A. Call to Order & Chair's comments:** Denine (9:00-9:05)  
Welcome the Board
- B. Motion to Accept:** (9:05-9:15)
- November 10, 2016 Committee Minutes
  - Treasurer's Update: Erik Urbanek
- C. Committee Reports** (minutes attached) (9:15-9:30)
- Events Committee (11/2/16 & 11/30/16)
  - Merchant (Retail) Committee (11/3/16)
  - Marketing Committee (11/8/16)
  - Night Life Oversight Committee (NLOC) (11/9/16)
  - District & Community Services Committee (11/17/16)
  - Parking & Transportation Committee (11/30/16)
- D. Other Committee Reports:** (9:30-9:40)
- Advocacy
    - Updates on Advocacy issues – Parking and Sound
- E. Executive Directors update** (9:40-9:50)
- F. Board Agenda: December 15, 2016**
- Acknowledge Committee Minutes
  - Election of Board Officers 07/01/17– motions to nominate and vote
  - Holiday Events – Board Participation
  - Committee Priorities for remainder of 2017 fiscal year shared by Chairs of Committees
  - Board Retreat
- G. Other business** (9:50-10:00)
- Supplemental Services Agreement ad hoc Committee - Update



## Executive Committee Meeting Minutes

November 10, 2016  
9:00 AM.

Portland Downtown  
549 Congress Street, Portland, Maine

**Present:**

Denine Leeman, Chair  
Trish McLellan  
Kim Volk

**Absent:**

Suzie Rephan  
Penny St. Louis  
Erik Urbanek

**Staff:**

Casey Gilbert  
Taffy Eaton

**Minute 1.** Denine called the meeting to order, welcomed all present and thanked Kim for being present for her first meeting after accepting the role of Vice Chair.

**Minute 2.** Motion to accept:

- a) October 13, 2016 Committee minutes: On a motion made by Kim Volk, seconded by Trish Weiner and unanimously adopted,

it was

**RESOLVED:** That the minutes of the Executive Committee Meeting of October 13<sup>th</sup> be and hereby are accepted as proposed.

- b) Treasurers update - October 2016: Casey reviewed the summary report (attached).

- o We are over budget due to sponsorship money received
- o Grant income: \$15,000 is to match the money we've allotted for the City's Parking Study
- o Our current IT consultant recommends that we purchase a server, since currently a PC serves as our server. Also, Casey's and Amy's computers might need replacing. Casey might build these expenses into next year's budget. Kim suggested moving everything to the Cloud instead of replacing a server.
- o Committee members like this summary/variance report
- o There were some questions about prepaid expenses and accounts payable on the Balance sheet perhaps indicating a semi-accrual process. Casey suggested Denine be present when Erik meets with Mary Eshelman, the bookkeeper.

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

- The new wayfinding signs look great but the font size should be increased
- Events Committee: we did not secure a Presenting Sponsor for Merry Madness but have many other sponsors

**Minute 4.** Other committee reports:

- Advocacy
  - o The proposed Benchmarking Ordinance was approved by City Council
    - Denine told the committee that Jon Hinck told Casey he was surprised about Portland Downtown's statement, as he understood that the majority of building owners he spoke to were supportive of the ordinance.
    - Several property owners spoke in opposition to the Benchmarking Ordinance at the City Council meeting

- Denine recommended checking in with the City in a year to see what the costs have been implementing the Benchmarking Ordinance from the City's administrative viewpoint when we review the Benchmarking ordinance for our continued advocacy issue.
- Casey will send thank you notes to Ed Suslovick and Jon Hinck for their service to the City and congratulatory notes to Pius Ali and Brian Batson
- Kim would like Ed Suslovick to attend a Parking & Transportation Committee meeting to share his institutional knowledge
- Updates on Parking and Sound Advocacy issues:
  - Casey and Denine will meet with Belinda Ray and Ed Suslovick get updates about the progress on items recommended in the advocacy letters
  - The Sound Oversight Committee will meet monthly and will bring every sound complaint they receive to each meeting for review. Waterfront Concerts is exempt from the ordinance. The meeting is on Nov. 15<sup>th</sup> at 5pm in the State of Maine room.
  - An ambient sound study should be done

**Minute 5.** Executive Directors update: Casey will provide her report at the Board meeting

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

- Acknowledge Committee Minutes
- Update on the Benchmarking Ordinance by City for Building Owners
- Holiday events – Board participation
- Committee priorities for remainder of 2017 fiscal year shared by Chairs of Committees

**Minute 7.** Other business:

- a) The Supplemental Services Ad Hoc Committee will meet on Nov. 21<sup>st</sup> at 11:00am at Portland Downtown to review the last redlined agreement and will then go to the District & Community Services Committee to ask for what we need
- b) Amy Geren has developed a spreadsheet for our Public Works crew to record hours spent on each job

Denine adjourned the meeting at 9:40.

Respectfully submitted,  
Taffy Eaton, Recorder.



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

**Events Committee Meeting  
November 2, 2016 at 9:00am  
549 Congress St**

**Board members present:** Robyn Violette, Ken Cianchette

**Others present:** Sally Newhall, Dawn Tully

**Staff present:** Casey Gilbert, Adam MacDonald, Taffy Eaton

**Minute 1.** Review and approval of October 5, 2016 meeting minutes: Ken made a motion to approve the minutes, the motion was duly seconded and the vote was unanimous. Discussion:

- Minute 3a, second bullet – we will pursue the carving of the tree as a fund raiser in 2017
- Minute 3b, sixth bullet - we have decided to go back to snack bags vs catering due to costs

**Minute 2.** Update on Light Up Your Holidays Sponsorships and business sign-ups (registration closed November 1<sup>st</sup>): Adam distributed the **attached** summary of business registrations and sponsorships to date for a total value of \$33,000. Adam gave a quick summary:

- We will have a table for Maine magazines rather than putting them in the goodie bags. There was a lot of recycling of discarded magazines in 2015.
- Maine Magazine has offered a ¼ page ad as a prize for one of the window display contest winners
- Hyatt Place is offering a special \$99.00 rate for the night of Dec. 8<sup>th</sup>
- \$1.00 of every Merry Madness ticket sold will go to the Portland Press Herald Toy Fund
- Horse & wagon rides costs will be covered by the new sponsorships
- We are ahead of 2015 in Tree Lighting sponsorships
- We are at about the same number of Merry Madness sponsorships as in 2015
- We are still getting last minute sign-ups for events. There are many new participants this year.

**Minute 3.** Updates and next steps for holiday events:

a) Tree Lighting, Nov. 25<sup>th</sup> –

- Bronson Stage and Santa are confirmed
- The VIP area has been moved to the front of the stage and tickets have been printed. We will offer hot chocolate to the VIP's. 100 tickets have been offered to sponsors.
- Viva will sing a duet with Rick Charrette
- Hood will have an inflatable snow globe and egg nog samples
- Adam will contact Blaine at Circus Maine about students performing before the event. The Little Bee Little Bee performance on the stage would be fun - Casey will look into the possibility.
- Sally will look into getting screens to improve viewing for the crowd
- Casey is considering moving the event to the Town Square Media stage at One City Center in 2017
- Sally will handle stage management and sponsor oversight/happiness
- Dawn will be the Head volunteer and organize the group
- 3 or 4 volunteers are needed to distribute Light up Your Holiday cards to the crowd and handle hot choc distribution
- Adam is working with Make a Wish to get a child to pull lever
- We have hired Sarah Beard Buckley as the event photographer for both the Tree Lighting and Merry Madness
- 5pm start with crowd warm-up, Sarah Long, the emcee comes on stage at 5:30. Portland Downtown will circulate timelines.

- b) Shop for A Cause Day & Elfternoon Lunchtime Shopping
- Shop for A Cause Day will benefit the Milestone Foundation/HOME Team
  - We will have Shop for A Cause Day and Elfternoon Lunchtime Shopping stickers for customers to wear and Adam will do a social media contest
  - Stickers will help retailers determine the number of customers shopping specifically during that event
  - Adam will send out impact stories for Shop for A Cause Day and do a press release
  - Elfternoon Lunchtime Shopping is picking up momentum
  - Adam will post Elfternoon Lunchtime Shopping participants' menus
- c) Window Display contest
- Portland Downtown will distribute ballot boxes and ballots to participants soon
  - Community voting is done by shoppers submitting their ballots in each store
  - There will be social media voting also
  - The judges panel judges ALL windows
  - Prizes have been donated by Visit Portland, Maine Magazine, Portland Press Herald and maybe the Phoenix
  - Winners will receive nice matted posters
  - We are trying to get property owners involved in the contest too and have sent them a mailing. Property owners are asked to email Adam with their interest.
- d) Horse & wagon rides
- We will have VIP tickets printed for special sponsor wagon rides and a different pick up location. Each sponsor will have a couple of assigned times.
- e) Merry Madness
- Same venue as 2015 – Portland House of Music and a tent
  - Sally will order the tent and stansions
  - Casey reviewed her event set-up diagram
  - Attendees are automatically entered in the raffle so there will be no raffle ticket table at the event
  - There will be a coffee station – Robyn will call Allen at Coffee By Design
  - The Fog Cutters will play under the tent. We need a draw to get participants to go inside Portland House of Music to purchase. Casey will book Renee \_\_\_\_\_
  - Goodie bags:
    - i. Adam showed the committee the red bags we are hoping to use and have LT's print the sponsors on the back.
    - ii. Only the program/map and snack bags with 5 to 6 items in them will be in the goodie bags.
    - iii. Adam reached out to local businesses individually wrapped food. He offered \$500 to businesses, so it will be some payment, some trade. He has not received many responses so we may have to have a mix of locally produced and store bought snacks.
  - Larger retailers may donate packaged items. We will try Whole Foods, Redd Bars & Bixby Bars, Little Lads
  - We will use the words “snack bags” in all marketing because we need to manage attendee expectations
  - Drink tickets will be given at the registration tables where they pick up their goodie bags
  - No downtown businesses have registered, only Old Port businesses
  - Goodie bag stuffing party is on Monday Dec. 5<sup>th</sup> from 2p – 6p and Tuesday Dec. 6<sup>th</sup> from 1-4pm
  - We will rent a U-haul truck to transport the bags and other supplies on the day of, Dec. 8th
  - **We are still looking for a wine sponsor & snack bag donors**
  - Robyn will email her distributors for wine donations
  - We are capping online ticket sales at 1,000 at \$15. We will have 200 tickets available at the door (while supplies last) at \$20. The Eventbrite fee is being paid by the registrant this year.
  - 1,250 glasses are being ordered so we will have some extras for Board members
  - Adam made Eventbrite live on Nov. 1<sup>st</sup>. He will email past attendees and do paid Facebook ads early on.
  - Ken suggested using a GoPro camera (or Filipp) for a drone shot

**Next meeting:** November 30<sup>th</sup> at 10:30am

Respectfully submitted,  
Taffy Eaton, Recorder



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

**Events Committee Meeting  
November 30, 2016 at 9:00am  
549 Congress St**

**Board members present:** Robyn Violette, Ken Cianchette

**Others present:** Sally Newhall

**Staff present:** Casey Gilbert, Adam MacDonald, Taffy Eaton

**Minute 1.** Review and approval of November 2, 2016 meeting minutes: Robyn made a motion to approve the minutes, the motion was duly seconded and the vote was unanimous.

**Minute 2. Tree Lighting**

- Need to place banner in a different location in 2017
- Terrific earned media coverage on Tree Lighting and Shop for A Cause Day
- Tree Lighting final figures will be available at the Board meeting
- VIP area was great – hot chocolate and Santa/Rick Charette’s meet and greet were well received. Tickets were very helpful for security.
- Sound was great
- Sally Newhall and Tommy Higgins did a great job
- Hood had a great experience
- Machias Savings Bank has said they want to be involved in 2017
- Sally mentioned that Tommy talked about having had the stage on Monument Square in the past. This committee likes the current set up with the stage in the street so that the crowd can gather around the tree.
- Casey discussed moving the stage to One City Center. This committee thinks it should stay where it is – it is a more intimate setting.
- This committee might want to start thinking about different entertainment as Rick Charette nears retirement.

**Shop for A Cause –**

- Some store staff need better training about the event and the non-profit recipient

**Horse and wagon rides –**

- Banners look awesome on wagons. They provide great visibility, repeatedly for weeks.

**Minute 3. Merry Madness Updates:**

- Casey asked Ken if he had staff who could volunteer to help load the truck on Dec. 8<sup>th</sup>
- Ticket sales hit 600 today which is in line with last year. Adam will shut online registration off at 1,000 then have 200 glasses remaining for day-of registrations.
- Day of sales are cash only, 200 tickets only
- Snack bags and the new glass were shown to the committee
- Wine – Robyn has 21 cases donated, hoping to have 25 total. We had 16 last year. Robyn ordered half and half white and red. We will have coffee from Coffee by Design too. Casey asked Sally to see if Ken Bell will pour soda for those who don’t want wine.
- Entertainment - Nightcaps outside, Viva inside
- Raffle – online through registration
- Step and Repeat banner is much larger than last year. We have hired a dedicated photographer for the Step & Repeat.
- Robyn will send an email to Board members for volunteers for the event

- Logistics:
  - Show Dawg providing security
  - Adding tent heaters this year
  - No Parking signs on Federal St and a few spots on Temple
  - 7 high top tables
  - Need to add 2 more tables with risers for wine and 4 more tables for bar backs. Need 2 volunteers per table for handing out wine and 2 more for pre-pouring. Casey, Sally, Adam, Robyn and Ken will meet at tent to arrange set-up.
  - Volunteers arriving around 3pm

**Next meeting:** Dec 7<sup>th</sup> at 9:00am. Snack bag packing Mon 12/5, 2 – 6pm.

Respectfully submitted,  
Taffy Eaton, Recorder



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

**Merchants Meeting  
November 3, 2016 at 8:30am  
Westin Portland Harborview Hotel, Top of the East**

*Board members present:* Suzie Rephan, Josh Benthien

*Others present:* Megan Perron, Melissa Spoerl, Michaela McVetty, Chris Cummings, Ashley Baker, Jordan Simm, Steve Corman, John Peverada, Susan Driscoll, Vanessa Pike, Ellen Kanner, Jenn Thompson, Matt Stone, Jean Berg, Erin Hutton, Marie Stewart Harmon, Ilma Lopez, Sandy Jones,

*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 October 6<sup>th</sup> meeting minutes: Chris Cummings made a motion to approve the minutes. Jordan Simm seconded the motion. The vote was unanimous.

**Minute 3. Panhandling discussion:** Speaking as the Chair of the District and Community Services Committee, Josh Benthien gave some background on the panhandling issue and current ordinance in Portland and described the ordinance in Melbourne, FL. The City does not have a huge appetite for working on the issue. The District and Community Services Committee wants to start the conversation with merchants, property owners, social service agencies, etc, and take the idea of forming an ad hoc committee to tackle the issue to the Board. Josh wanted to come to this group because they are directly affected by panhandlers. Josh needs input on who else should be at the table. It will be a roughly 6-month process, then the committee will present a letter of advocacy to the City. Meetings will start in January. Ken Cianchette, the co-chair of the District and Community Services Committee will lead the sub-committee.

Action items: Please send your impressions and thoughts to Suzie Rephan. Suzie said Merchant Meeting will take this up again in January. There was a request for the ad hoc committee to circle back with this committee with updates.

**Minute 4. Street vendors group exercise - Suzie**

Susan Heller from Cabot Farmers' Annex met with City Manager Jon Jennings this week. Jon would like input from people concerning their complaints. Susan asked that vendors not be able to set up in front of shops, jury merchandise, add a vendor fee.

Casey added that Portland Downtown will take up 3 Advocacy positions this year: Street Vendors, Panhandling and Graffiti Removal. Last months' Merchant meeting input about Street Vendors was very helpful. Casey meets with Jon Jennings regularly. The CVB also has met with Jon Jennings about street vendor issues. Casey has also heard that First Friday Art Walk contributes to the Street Vendor problem. The end ordinance needs to work for all parties.

Suzie reiterated that this committee will get an update in December and focus on the issue in January.

**Minute 5. Holiday events: updates and discussion – Adam**

- Business registrations to date:
  - Shop for A Cause Day: 2016 / 40, 2015 / 40
  - Merry Madness: 2016 / 60, 2015 / 60
  - Elfternoon Shopping: 2016 / 28, 2015 / 16
  - Window Display Contest: 2016 / 50, 2015 / 35



- **Shop for A Cause Day** Nov. 26<sup>th</sup>, benefitting Milestone Foundation. Suzie encouraged merchants to sign up – Portland Downtown is very proud of our involvement. Nov. 26<sup>th</sup> is also “Shop Small” Day. Portland Downtown will print 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.
- **Elfternoon Lunchtime Shopping** Nov. 30<sup>th</sup>, Dec. 7<sup>th</sup> and Dec. 14<sup>th</sup>, all Wednesdays. Michaela McVetty offered to do food for anyone interested. Suzie suggested pairing up with a neighbor. Non-merchant businesses are welcome to participate also.
- **Window Display Contest** – Jean mentioned that here are great prizes for various categories: overall, theme, most original, best use of product, merchandise for judges. Voting is also open to the community through the People’s Choice votes in stores and social media. Best decorated buildings also taking part. Windows need to be decorated by the Tree Lighting, Nov. 25<sup>th</sup>. Exchange Street Dance Studio is offering live dancers or performers to perform in your window on the night of Tree Lighting. Judges will do the window walk on Dec. 9<sup>th</sup>. Casey mentioned that we will add print ads for Elfternoon Lunchtime Shopping and Shop for A Cause this year.

Action items: Email Adam if want to participate in the Window Display Contest. Please send photos of your decorated windows to Adam so we can get them all on Facebook.

- Erin Ovalle is giving Portland Downtown a spot on her Nov. 26<sup>th</sup> show
  - Portland Downtown will be having stickers made for Shop for A Cause Day and Elfternoon Lunchtime Shopping. Adam will do social media contests for sticker-wearers.
  - **Carolers:** Sandy confirmed that the South Portland High School chorus will perform and they are looking for a schedule. This committee decided they should perform on Nov. 26<sup>th</sup> (Shop for A Cause Day) and Saturday afternoons, wandering through the City.
  - **Merry Madness** on Dec 8<sup>th</sup>, Portland House of Music, 4 – 6:30pm. We are trying snack bags this year and need 1,200 individually wrapped items. We would like to use local food providers but we will purchase bulk food if needed for budgetary reasons. Ilma Lopez offered biscotti or cookies from Piccolo. Casey would like all attendees to have the same experience. Suzie encouraged merchants to have snacks available that night. Suzie suggested Steve Corman share Vena’s non-alcoholic signature mock-tail recipe with Portland House of Music and merchants to use that night.
- Action items: Bag stuffing parties are Dec. 5<sup>th</sup> from 2 – 6pm and Dec. 6<sup>th</sup> from 9 am – 1pm if necessary.
- **Tree lighting** November 25<sup>th</sup>. We have performers lined up, Sarah Long will host, the Presenting Sponsor is Hood Egg Nog 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.

**Next meeting:** December 1<sup>st</sup> at 9:00am, Bull Feeney’s

Respectfully submitted,  
Taffy Eaton, Recorder



## Marketing Committee Meeting Minutes

November 8, 2016  
8:30 AM.

Portland Downtown  
549 Congress Street, Portland, Maine

Board members present:  
Suzie Rephan

Others present:  
Jean Berg  
Susan Driscoll

Staff:  
Casey Gilbert  
Adam MacDonald  
Taffy Eaton

**Minute 1.** Suzie called the meeting to order

**Minute 2.** The committee reviewed and approved the October 11<sup>th</sup> meeting minutes.

**Minute 3.** Review Light Up Your Holidays

### 1. Marketing - Adam

- Showed the committee the Light up Your Holidays events hub on portlandmaine.com
- 10,000 counter cards are on order to be distributed throughout downtown starting next week
- WMTW TV spot will run the 2 weeks leading up to the Tree Lighting
- Radio and print ads will run also
- Jean suggested doing a press release soon and will contact the Portland Press Herald and additional press releases for each event.
- Events will be advertised in the Gift Guide which comes out on Thanksgiving Day
- Can change the images on Facebook ads

### 2. Events - Adam

- Reviewed the sign-ups to date
- Showed the group the Elfternoon Lunchtime Shopping and the Shop for A Cause stickers. There will be contests surrounding #elfternoon and #sfac
- Will perhaps produce an 8 1/2 x 11 poster distributed to Elfternoon Lunchtime Shopping businesses so they can post it in their store. We will also get the word out to 2<sup>nd</sup> and 3<sup>rd</sup> floor offices.
- There are Facebook pages for each event. Adam asked Board and Committee members to share the posts, as well as participating businesses.
- Portland Glass is the Window Display Contest sponsor
  - Merry Madness
    - We have sold 115 to date, about the same as 2015 to date.
    - Merry Madness Facebook ad is linked to Instagram and the event registration page
    - The wine glass logo will be the purple of the 3-color logo this year. Last year it was red.
    - Adam showed the red bag that we will have Merry Madness sponsor logos printed on the back of
    - Adam talked about the snack bags. Suzie suggested involving restaurants in 2017 to ask them if they would offer a quick meal, buffet, prix fix meal to shoppers.
    - Jean offered to help with obtaining wine
    - Adam showed the sponsor VIP Tree Lighting tickets. We will do the same for the sponsor VIP horse and wagon ride tickets.
    - Merry Madness raffle:
      - Registrants will be automatically entered into the raffle drawing
      - Suzie will reach out to merchants for donations of raffle items

**Minute 4.** MaineLife with Erin Ovalle show: Erin wants to feature 5 retailers with holiday gift ideas. The show will be shooting on November 15<sup>th</sup> and Erin will visit retailers on November 9<sup>th</sup>. The show will air on the morning of Shop for A Cause Day, November 26<sup>th</sup> on Channel 13 at 7:30am.

**Minute 5.** Other business:

- Portland Downtown logoed items sales on hold until the new year

Suzie adjourned the meeting at 9:35.  
Respectfully submitted,  
Taffy Eaton, Recorder.



**NLOC Meeting**  
**Wednesday November 9, 2016 at 3:30 PM**  
**Portland Downtown – 549 Congress Street**

**Present:** Lt. Kevin Cashman (PPD), Tanner Herget (51 Wharf, Bonfire, Drink Exchange), Jessica Hanscombe (Business Licensing), Jon Dow (Waterfront Concerts), Doug Fuss (Bull Feeney's), Dawn Tully (volunteer)

**Board members:** Robyn Violette, Sarah Martin

**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 October 12<sup>th</sup> meeting minutes. Doug seconded the motion. The vote was unanimous.
  - Discussion: The Sound Oversight Committee meeting will be November 15<sup>th</sup>, 5 – 7pm, State of Maine Room
3. **Review Night Life Issues/Calls for Service/License for December renewals (sent with the agenda):**

Lt. Cashman reviewed the calls for service in the packet

  - Casey told the committee that each month the Sound Oversight Committee will print out all sound complaints.
  - Waterfront Concerts is exempt from the sound ordinance due to their licensing.
  - The 14 noise complaints at Thirsty Pig were looked at. It was mostly the same resident calling each time. One of their calls is on the agenda for the Sound Oversight Committee meeting.
  - Doug stated that ambient noise can be higher than 92 decibels, especially in enclosed areas like Thirsty Pig and Novare Res.
  - Geno's calls are way down from years past
4. **Review of new and pending liquor licenses:** Jessica Hanscombe  
**November 21<sup>st</sup> applications**

**Baharat, LLC d/b/a Baharat. Application for a Class I FSE at 91 Anderson Street.** Application filed on 10/21/16. New City and State applications. This is a new building.

**Battery Steele Brewing, LLC d/b/a Battery Steele Brewing. Application for a Brewery Alcohol Service License with Outdoor Dining on Private Property at 1 Industrial Way, Suite 12.** Application file on 10/24/16. New City and State applications. This is the current location of Bone Dry Carpet Cleaning.
5. **Other:**
  - A new Crime Analyst is in place at PPD. They will send us a monthly spread sheet and Amy will refine it by selecting only district addresses. The Computer Automated Dispatch (CAD) number will identify each incident.
  - Doug's proposal will be taken up at the January NLOC meeting
  - The January and February liquor licenses will be reviewed at the January meeting
  - The City ordinance for medical marijuana dispensaries will likely be postponed by City Council. Business Licensing is proposing that dispensaries be treated like liquor license holders.
6. **Next meeting:** January 11<sup>th</sup>, 2017, 3:30pm

*Sarah adjourned the meeting at 4:15pm.*



**District and Community Services Meeting Minutes**  
**Thursday, November 17, 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), Mike McDonald (North River), Trish McLellan (JB Brown), David Packard (Frederick, Quinlan & Tupper)

**Guests:** Steve Earley (City of Portland winter operations director) and Jeff Tarling (City of Portland Arborist)

**Others:** Jeff Laniewski (Unified Parking Partners), Megan Doane (Portland Stage), Michaela McVetty (Sisters Gourmet Deli), Jon Dow (Waterfront Concerts), Jim Brady (Press Hotel)

**Staff present:** Casey Gilbert, 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 October 20<sup>th</sup> meeting minutes.

**Minute 3. Strategic tree planting/replacement downtown:** the thought process behind this is to make winter operations as easy as possible by eliminating obstacles to sidewalk plows and to eliminate trees where they won't survive.

- We need to be strategic about problem areas and come up with a plan.
- Jeff Tarling suggests that input from the public would be helpful. Concerns should be collected at Portland Downtown, in one spot.
- Interested members of this committee will do a walking tour of current downtown tree locations (sign-up sheet was passed around).
- Amy can pull up a See Click Fix report of damaged trees/empty tree wells.
- Jeff suggested putting reflective snow stakes around raised tree wells.
- This committee can come up with a planting list/strategy in April for the season.

**Minute 4. Potential Community Forum Panhandling discussion:** Josh gave some background on asking the City Manager about the possibility of the City addressing the Panhandling issue again. The City does not have the temperament for the issue right now. Portland Downtown will create an ad hoc committee to brainstorm a plan for addressing panhandling downtown.

- Panhandling in medians is what the voters turned down. There are many other areas that need to be worked on.

- A Have a Heart type fundraising campaign allows for collection of donations in a safe manner.
- Buy-in from Preble Street and other organizations is important so that everyone is working together.
- The Ad Hoc committee will be the “do-ers”:
  - The committee will work on how to get all organizations involved and working on a common goal.
  - Portland Downtown staff can support the committee by collecting information from other Business Improvement Districts’ successes and strategies.
  - Organize past ideas of what has been discussed and hasn’t worked so we don’t reinvent the wheel.
  - Amy Geren will add See Click Fix reports to her reports and check for panhandling incidents.
  - The Police Chief and Crime analyst can be invited to address the ad hoc committee as to why certain things did not work.
  - Maybe invite City Councilors because they might have ideas. Belinda Ray is our councilor so should be invited.

**Minute 5. Energy efficiency tracking discussion:** the Benchmarking Ordinance passed. It affects buildings over 20,000 sq. ft. and will not be implemented for two years. The City will spend the first year tracking municipal buildings.

- EnergyStar.gov/Portfolio Manager data collection software will be used by the city to collect data. Once “Green Button” technology is available through utility websites, it will make data collection simpler.
- If a tenant refuses to give their utility data, the landlord can document their attempt to collect it in lieu of providing the energy usage for that tenant.
- Casey reminded this group that Portland Downtown did not support the ordinance.
- The City’s goal is to review all the data collected by the end of 2020 and assess whether the ordinance is having an effect.

**Minute 6. DEL update:** Amy covers Graffiti removal, Winter operations, Ordinance enforcement, Panhandling discussion, Supplemental Services data collection, Downtown Beautification in the attached report.

- Casey told the group that the City is open to providing graffiti removal from private property if Portland Downtown chooses to add it to the Supplemental Services Agreement. We could perhaps use the money that was going to Learning Works. Discussion:
  - The downfall is that property owners potentially won’t remove their own graffiti if they know that Portland Downtown will remove it.
  - If there could be a way to charge the building owner for graffiti removal, it could make the process more equitable.
  - Anastasia said she had good luck with hydrophobic coating, which is a deterrent because paint won’t adhere to it.
  - The Renys building is very hard to keep clean. Removal takes place, then it happens again.
- Panhandling – the *Anything Helps God Bless* theatre production is on 12/10 and 12/11. It explains the turning down of the Panhandling on the Median ordinance.
- Amy distributed a sample Supplemental Services data collection tracking sheet (attached) that she will use to track time spent on each service area.

- Josh talked about the process of reviewing the new Supplemental Services Agreement. Committee members should let Amy know which listed items are more important to them.

Josh adjourned the meeting at 2:10

Respectfully submitted,  
Taffy Eaton, recorder

## Update from your Downtown Experience Liaison

*November 2016*

### Graffiti

- Last month, Josh asked me to look into processes that other BIDs utilize with graffiti control. I looked into other BIDs featured by the International Downtown Association and from the comparison BIDs the planning students used earlier this year for their expansion feasibility study, and have found that other BIDs tend to list graffiti removal as part of their daily cleaning activities. Please see attached for some details on how these BIDs track and report and graffiti vandalism.
- I met with Tess and Will from the Portland Mural Initiative last week. The organization's aim is to paint several permanent murals around the city of Portland every summer, creating a walkable tour of the murals. They hope to grow the project annually, with a five-year plan to host an annual mural painting conference in August 2020. They are open to properties that would make good locations for public art.
- Next Steps: Connect interested property owners with Tess and Will for potential art projects in an effort to deter graffiti downtown.

### Winter Operations

- Portland Downtown staff sent a snow/ice removal responsibility letter to downtown property owners. The letter clarifies city and property owner's responsibilities, and what Portland Downtown provides as extra service.

### Ordinance Enforcement

- The cadets finished their season last month. I have drafted an evaluation of the program for continuous quality improvement.
  - One highlight in the evaluation findings is that the cadets took a different approach to managing perceptions of safety with loitering in the parks this summer. After finding that warning or citing for an ordinance violation did not hinder some of the issues around transiency in the parks or other special attention areas, they began issuing criminal trespass citations, which would lead to an arrest if the offender continued to loiter in an area. The result was an increase of 200% in criminal trespass citations.
  - Another finding is that the cadets are dealing with issues that might be better served by social service providers, including homelessness, drug and alcohol use, and mental health.
  - There was an overall decrease in most activity by cadets this year as compared to last year. One of the reasons for this was the reduction in staff midway through the season with the hiring of one cadet, and one cadet scaling back to part-time while he attended college. The reduction in staff meant the cadets had to work in one group because, for safety reasons, they cannot work alone.
- The police department created the new position of Ordinance Enforcement Officer, per Portland Downtown's request. Dylan Matthews is the new hire in this position: [dmatthews@portlandmaine.gov](mailto:dmatthews@portlandmaine.gov); [207-939-8196](tel:207-939-8196). Dylan started with the city as a Downtown Cadet, so this role is familiar to him. His role is unique in the police department and he is able to spend a lot more time focusing on special attention areas and helping to problem solve with property owners at violation hot spots. He has been spending some time doing community outreach at neighborhood association meetings so community members know he is available to attend to ordinance violations that hinder quality of life in Portland.
- Next Steps: Connect Dylan with downtown constituents as the need arises.

## Panhandling Discussion

- The *Anything Helps God Bless* production will be held at Portland Ballet Studio Theater on two dates in December:
  - December 10<sup>th</sup> at 7:30 PM
  - December 11<sup>th</sup> at 2:00 PM
- Next Steps: Attend *Anything Helps God Bless* if interested. Reservations (\$10 suggested donation) are highly recommended and are now being accepted. Call 207-518-9305 for a reservation. FMI - [www.snowlionrep.org](http://www.snowlionrep.org)

## Supplemental Services Data Collection

- Casey, Adam and I attended a data clinic at the Data Innovation Project at USM last month. We have been interested in collecting data in a way that can be presented to downtown constituents to show value from the services Portland Downtown provides. A key opportunity to show value is with the services detailed on the supplemental services agreement with the city. I created a document that aligns these service areas with hours spent on each activity:
  - Event support (transportation and set-up of materials and equipment)
  - Litter patrol (collection and disposal from streets, sidewalks and public spaces)
  - Graffiti removal (from city property)
  - Removal of posters
  - Furniture and fixture maintenance
  - Sidewalk sweeping, cleaning and repair
  - Tree well maintenance
  - Weed control (to include mowing and leaves)
  - Winter operations (snow clearance and preparation)
  - Holiday decorations (installation and removal)
  - Visitor Booth maintenance (to include directory delivery)
  - Bathroom maintenance
  - **Development (to encompass training and HR related meetings)**
  - **Shop/equipment maintenance**
  - **Street sweeping**

The last three bolded items were added after consultation with our public services crew to account for all working hours. I have been working with Robert to collect and track the data.

- Next Steps: Finalize the data collection system by January, with Robert leading the collection.

## Downtown Beautification

- I met with a volunteer from the Longfellow House Garden Club and toured Congress Street/Free Street planters. She outreached at the next Longfellow House Garden Club meeting to assess interest in helping to select plants and/or train a team of volunteers for regular maintenance, and has interest from a couple volunteers.
- Next Steps: Draft a volunteer description for outreach; outreach for volunteer interest in adopting a planter or section of planters for the summer. This has the potential to be a good project for scout troops, community service requirement for high school students, and/or supported immigrant volunteerism.





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

**Parking & Transportation Committee meeting minutes  
November 30, 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) on phone

**Guests:** Jeremiah Bartlett (City Transportation Systems Engineer) and Bruce Hyman (City Transportation Program Manager)

**Others:** John Peverada (City of Portland Parking Division), Bruce Baker (resident), Sarah Cushman (Cushman Transportation Consulting), Sam Herr (Bicycle Coalition of Maine), Dawn Tully (volunteer), Todd Dominski (East Brown Cow), Megan Doane (Portland Stage Co), Kevin Thomas (City Traffic Division)

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

**Minute 1.** Kim Volk opened the meeting, welcomed everyone and asked for introductions. Anastasia Contos is on the phone.

**Minute 2.** Review and approve October 26, 2016 minutes: Phil Haughey made a motion to accept the minutes as presented. Sarah Martin seconded the motion and the vote was unanimous.

**Minute 3.** Transportation and traffic updates: Jeremiah Bartlett, City Transportation Systems Engineer and Bruce Hyman, City Transportation Program Manager:

- Jeremiah Bartlett –
  - Spoke about the various construction projects around the City - Valley St, by Reiche Schools are CDBG projects, Elm St is finishing up with new lighting and trees, lighting on Cumberland Ave, some ADA modifications, paving in Spring on Exchange St, Congress St sidewalks, updating signal equipment from High St to Temple St is coming up to allow for transit priority and to minimize time at red lights.
  - Design work for the redesign of Franklin St corridor has begun. The City is looking for ways to achieve cost containment. The goals of the Franklin St upgrade are:
    - To streamline the street from 295 to Congress St
    - Improve capacity
    - Make the northbound on ramp 2 lanes
    - Knit the street back together from Whole Foods towards the waterfront
    - Congress St and Cumberland Ave intersections will be improved
    - The street will be shifted to the East, away from Lincoln Park to allow park to be returned to its historic scale
    - Adding buffered bike lanes
- Bruce Hyman –
  - The West Commercial Street Master Plan will be presented to the City in October and to City council in January 2017. The street will have a more standard urban street configuration. Traffic from Beach Street west is still bad. Potentially big construction projects on West Commercial St will be multi-phased. Portland Yacht Services and these future projects will require turn lanes. The Department of Transportation owns land west of where the bridge crosses Commercial St.
  - John Peverada added that there will be a tractor trailer staging area on West Commercial St, on the water side of street. JB Brown owns the land on land side of street and plans development.

- Bruce spoke about the parking study currently going on. The Consultant will be doing a Parking Inventory Utilization Study this week of public and private lots (Thursday and Saturday) to determine demand on development projects over 10-15 years. The study will wrap up in a month.

A. Impacts on Downtown:

- The new left hand turn lanes have, in turn, backed up traffic going straight at certain intersections. Jerimiah and Bruce said each intersection is a case by case basis and they will look at Temple/Spring and Bramhall/Congress. Updates to the Bramhall/Congress intersection have improved pedestrian crossing safety.
- The High and Congress intersection is being looked at by the Planning Dept – there are many challenges.
- Can Portland Downtown do anything to help the City? Bruce responded that the Multi-modal campaign is important, with outcomes of the parking study. The release of a coordinated campaign in Spring 2017 will be beneficial. Public education is needed about pedestrian cross walk lights and how to use them.
- Will bicyclist education be included with the multi-modal campaign? Casey mentioned that Jessica Grondin has put together a draft of the multi-modal campaign, so it is currently being worked on and will be finalized in 3-6 months. Bicyclists education is needed.
- Bicyclists on Elm St currently need to pull into a traffic lane due to bump outs which is dangerous.
- Jerimiah mentioned that currently the street parking on Elm St is on the right side but will be moving to the left side which should improve the street for bicyclists.
- Restriping of Elm St is upcoming
- Bruce mentioned that the Elm & Preble Streets study shows between 3,000 and 5,000 cars using those streets daily. The City is looking at making them one lane and adding buffered bike lanes between Cumberland and Congress Streets.

B. Bicycle parking: Many of the bike corrals are being removed for winter. The City is looking for sidewalk bike corral space, like recently was added at Slab. Little Tap House and Spring St near the Nickelodeon will get on-street corrals at the bump outs. The City is looking at Exchange St racks also – they are always full.

C. Delivery times in OP update: Casey has communicated the need to make this part of the study to the consultant.

D. Update on RFP process: Kim said that the RFP for the Parking Implementation Study and the Multi-modal campaign will coordinate time wise in Spring 2017.

**Minute 4.** Update on technology upgrade by City of Portland Parking Department – Passport App is being used by Unified Parking Partners, when does the City start using it?

John Peverada said that the Passport Mobile Payment needs added technology for enforcement reasons (hand held technology) before it can be implemented. Additionally, many reports the City needs are not yet available with the technology. It will hopefully be rolled out in early Spring 2017. The Passport App is used in Boston and NH so the City thought having one app in the Northeast would be helpful to parkers.

**Minute 7.** Other business –

- There is a community meeting tonight for gathering information to connect Bayside Trail with Thompsons Point
- The City and METRO are looking at expanding METRO service to Thompsons Point

**Next meeting:** Wednesday January 25, 2017, 9:00am

Kim thanked Bruce and Jerimiah for addressing this committee and adjourned the meeting at 10:05 am.

Respectfully submitted,  
Taffy Eaton, Recorder