



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 August 11, 2016 at 9:00am 549 Congress St**

- A. Call to Order & Chair's comments:** Denine
- B. Motion to Accept:**
- July 14, 2016 Committee Minutes
 - Treasurer's Update: Erik Urbanek
- C. Committee Reports** (minutes attached)
- Merchant (Retail) Committee (7/5/16)
 - Events Committee (7/6/16)
 - Marketing Committee (7/12/16)
 - Night Life Oversight Committee (NLOC) (7/13/16)
 - District & Community Services Committee (7/21/16)
 - Parking & Transportation Committee (7/27/16)
- D. Other Committee Reports:**
- Advocacy
 - Proposed Benchmarking Ordinance by City for Building Owners
 - Legal Committee
 - Advocacy policy- Redline circulated and comments were due by Friday 8/5. To be circulated in packet and voted on by Board at August Board meeting.
 - Conflict of Interest Policy –Redline circulated and comments were due by Friday 8/5. To be circulated in packet and voted on by Board at August Board meeting
 - NLOC – update from Committee Chair regarding separate entity issue
- E. Executive Directors update**
- F. Board Agenda:** August 18, 2016
- Acknowledge Committee Minutes
 - Proposed Benchmarking Ordinance by City for Building Owners
 - Committee service selection for year by Board Members
 - Legal Affairs committee proposed policies for vote
- G. Other business**
- New Ad Hoc committee to complete review and recommended revisions to City Contracts – Volunteers requested



Executive Committee Meeting Minutes

July 14, 2016
9:00 AM.

Portland Downtown
549 Congress Street, Portland, Maine

Present:

Denine Leeman, Chair
Suzie Rephan
Erik Urbanek
Mike McDonald
Jeff Packard
Alen Saric
Max Bangs
Brad McCurtain

Absent:

Penny St. Louis
Trish Weimer

Staff:

Casey Gilbert
Taffy Eaton

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

Minute 2. Motion to accept:

- June 2, 2016 Committee minutes: The Committee reviewed the June 2, 2016 meeting minutes. Suzie made a motion to accept the minutes. Erik seconded the motion. The vote was unanimous.
- Treasurers update:
 - Casey and Mary Eshelman are working together to create new reports that better align with the budget. They will bring 4 or 5 different reports to the August meeting for the Board to choose from.
 - Denine suggested eliminating the sub-categories to make the reports concise and easier to read. We could provide a General Ledger for those interested in seeing more detail.
 - Casey and Mary will reorganize the Chart of Accounts. They had to wait to close FY 15-16 to give those reports to the accountant

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

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

- Jeff asked the status of the Noise Ordinance recommendations Portland Downtown sent to the City. Denine said the City has postponed the workshop that was supposed to occur Monday, July 11 until September but they intend to address the recommendations and will notify us of the meetings.

Minute 4. Other committee reports:

- Advocacy:
 - Proposed Benchmarking Ordinance by City for Building Owners discussion:
 - Any building over 20,000 square feet will be required to Benchmark
 - How is the proposed ordinance going to be enforced? There doesn't seem to be much support at City Council.
 - There are privacy issues involved with residential buildings.
 - Denine said that Trish would like to discuss this at the Board meeting to see whether Portland Downtown should take an advocacy role.

- Casey asked Jeff to write a statement to be read at the Board meeting so Board members will be informed since he is familiar with benchmarking through the Building 2030 Energy program.
- Legal Committee:
 - Advocacy Policy drafted by Casey (attached) was circulated to Legal Affairs Committee for review and recommendations to the Board. We should be prepared to discuss at the Board meeting if Trish comes forward with a recommendation.
 - Conflict of Interest policy – the Legal Committee has brought a draft to the Exec Committee. It will be distributed to Board for a vote at the July 21st meeting.

Minute 5. Executive Directors update:

- Casey will send her monthly report with the Board packet
- Casey thanked all who participated in the end of year survey - 11 Board members responded. The categories covered were Advocacy, Clean & Safe and Marketing and Promotional Initiatives. Casey also got feedback regarding her committee involvement and her time spent meeting people in the business community. Some Board members think Casey should meet with more Property Owners and spend more time doing high level visioning. It was very helpful feedback.
- The July 11th Council workshop has been postponed to September
- Casey has lunch with Jon Jennings coming up-- send her any question you would like addressed. Suzie is asking about why the new City ordinance for street vendors only applies to the water side of Commercial St.

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

- Committee discussion – Board members can choose new committees, chairs can change. Committee chairs are welcome to ask Casey to attend a meeting if they feel they need her.
- Acknowledge Committee minutes
- Action items as required or requested
- Website additions as discussed at the Marketing Committee
- Discussion about elections procedures

Minute 7. Other business:

1. NLOC Committee: Denine will set up a meeting with Doug Fuss regarding his comments to Casey that NLOC “Bylaws” provide the committee the ability for entertainment license holders to exist as a separate entity, not requiring our approval for their actions. Restaurants, bar owners and entertainment license holders’ sectors should be represented at NLOC meetings. The meetings are open to the public. Erik said it has been a self-policing committee. It now seems to be a self-advocacy group surrounding the sound issue. Erik said they are working on mutual cooperation between Portland Downtown and NLOC members. Doug Fuss brought NLOC to PDD in the first place and therefore, we need to make sure we are clear with him on the purpose of the committee under PD.
2. Election process: Casey is working on a Policies and Procedures manual for all of Portland Downtown. Brad expressed some concerns regarding transparency of the elections process so Denine suggested to him to write up policies that he thought should be in place concerning the Elections procedures manual. Brad shared some of his concerns. Among them, that the Bylaws and Board terms are not on the website. He submitted his written suggestions to Taffy to be forwarded the Legal Affairs, that oversees Elections, so that it could be considered.

Suzie made a motion to adjourn the meeting. Brad seconded the motion and the vote was unanimous. The meeting was adjourned at 10:13.

Respectfully submitted,
Taffy Eaton, Recorder.



**Merchants Meeting
July 5, 2016 at 8:30am
Westin Hotel, 157 High St.**

Staff present: Taffy Eaton, Amy Geren

Board members: Suzie Rephan, Max Bangs

Others present: Susan Driscoll, Steve Corman, Jeffery Burrell, Sophie Sarno, Lori Dorr, Lydia Finn

Minute 1. Welcome and Introductions

- Suzie Rephan welcomed everyone present and thanked Jeff Burrell for the use of the Top of the East

Minute 2. Old Port Festival/Shop for A Cause Summer Edition recap

- Shop for A Cause recap:
 - Amy mentioned that the merchants she talked to felt sales were at a normal level that day
 - Adam found that there was no confusion with Old Port Festival this year so we met the goal of separating Shop for A Cause Saturday and Old Port Festival Sunday.
 - Some retailers experienced a lot of theft during Old Port Festival
 - Vendor space taping replaced chalk and paint and was successful
 - Merchants said they did good business during the Old Port Festival
 - No parking signs going up afternoon on Saturday helped businesses. Suzie suggested having a special No Parking sign actually saying "Old Port Festival".
 - We will try using a Yellow Ban press release in 2017 to alert residents

Minute 3. Summer business

- Suzie asked the merchants present how business is going this summer:
 - Steve Corman reports that Vena's Fizz House is doing well and growing. Their 3rd birthday is on Saturday. Lots more new things coming by Christmas.
 - Suzie suggested having a non-alcoholic Vena's concoction in the Merry Madness tent – Steve said yes!
 - Sophie Sarno reports that Fish & Bone is doing great, especially over the last month
 - Lori Dorr said the Sock Shack is doing well. They will celebrate one year in August in the Congress St location.

Minute 4. Holiday planning

- Due to low attendance numbers at this meeting, Suzie quickly reviewed the events and said we will continue the discussion. We need to finalize holiday plans at the August meeting. One suggested change is to have Elfternoon Lunch start at noon rather than 11:00. Adam's Light up Your Holiday's event summary will be sent out with the August Merchant Meeting email.

Minutes 5. Other business

- Cadets: Amy is receiving reports from the PPD will compare them to 2015. The statistics will be available at the end of the summer. The cadets should be checking in with businesses.
- Suzie mentioned how easy it was to get a sidewalk sale permit which allows Leroux to set up tables outside. Be creative with getting around situations that are a problem to your business.
- Fewer vendors are setting up on the water side of Commercial Street now. Chuck Fagone is working on enforcement of Maine-made products.
- There are 6 new porta-potties in place on Long Wharf thanks to Steve DiMillo. He and Bill Frappier worked together on putting them in place.
- Suzie encouraged merchants to tell their employees and others about the new parking lot on Commercial Street. It costs \$5 for 24 hours. Spread the word.
- Suzie asked how late shops are staying open: 11:00pm, 7:00pm, 9:00pm
- Suzie encouraged those present to bring neighbors to a meeting
- Suzie would like to have a survey sent about changing the meeting date to the first Thursday of each month

Respectfully submitted,
Taffy Eaton, Recorder



**Events Committee Meeting
July 6, 2016 at 9:00am
549 Congress St**

Board members present: Max Bangs, Robyn Violette

Others present: Sally Newhall, John Spritz

Staff present: Adam MacDonald, Taffy Eaton

Minute 1. Summer Kickoff Weekend event recap

a. Walk the Working Waterfront – John Spritz

- i. John estimates there were close to 1,000 attendees
- ii. The event is 3 years old. This was the first year that the weather was not beautiful, but it was still a great event.
- iii. The more that it is centered around fish and boats, the more successful the event is. Attendees want to stay on the waterfront, not leave on a tour.
- iv. Tugboat tours will hopefully join the event in 2017
- v. Bristol Seafood gave away mussels and was one of the most popular business
- vi. El Galeon was a huge draw
- vii. Placing eye catching things like lobster traps on Commercial St, help attract people to that wharf
- viii. Flags vs balloons were great
- ix. A great tour guide, Turner Kruysman, who does tours for Portland Trails, donated his time to walking on Commercial Street answering questions
- x. A few businesses that did not have a great turnout had offers that were not especially attractive to attendees.
- xi. John felt that the Atlantic Cup event did not draw too many people away from this event
- xii. The event will continue to grow, possibly under Portland Downtown or another organizations management.

b. Shop for A Cause – Adam

- i. This was the first summer event with 20 participating retailers. Portland Trails was the beneficiary. \$3,000 has been raised to date, with some donations still outstanding.
- ii. There will be a press release indicating the participating
- iii. There will be a Shop for A Cause November event again, which raised over \$8,000 for Preble Street in 2015.

c. Old Port Festival –

- i. Sally suggests putting up semi-permanent official no parking signs a week in advance
- ii. 17 cars were towed and Sally would like to lessen that amount in 2017
- iii. Thoughts for getting the word out about Sunday towing:
 1. Will do a press release (like a Yellow Zone parking ban) in 2017 to try and get the word out
 2. Use social media
- iv. There were 6 arrests in the Fore Street area, mostly due to incidents starting in bars
- v. The Dispatch stage will be moved from Fore Street to Moulton Street which should help with crowd control in the area
- vi. Public Works did a terrific job cleaning up
- vii. We need better stage security. Discussions between the radio stations and Portland Downtown will continue.

- viii. Swapping of kiddie rides and artists on Federal Street got some complaints from the artists at the beginning of the event but they were seen doing business.
- ix. Portland Fire Dept says we can put artists on both sides of Federal Street in 2017 so we can increase the number of artists.
- x. Online registration went smoothly and should be continued next year
- xi. Flow was better this year
- xii. We hired Sarah Beard Buckley and will use her photos for sponsorship sales in 2017
- xiii. We hired Filipp K as a videographer and now have footage as well as the end product video
- xiv. WGME & Fox are interested in partnering again
- xv. We need to get more feedback from the merchants – attendance was low at the July Merchant meeting so it will be on the August agenda.
- xvi. The vendor price increase kept some food vendors away and allowed Sally to be more creative with booth spacing in general.
- xvii. John asked whether 50,000 is about the maximum number of attendees we want.

Minute 2. Holiday Events

a. Adam described the sequence of events:

- i. Tree Lighting: if we continue with 2 bands in 2016, hire an emcee to entertain the crowd so there's no downtime as sets are changed. Maybe do a t-shirt toss or something similar.
- ii. Shop for A Cause Day: the Merchant group decides on the non-profit recipient
- iii. Horse & wagon rides: they run throughout the holiday season and are very popular. They provide a good sponsorship opportunity
- iv. Window display contest
- v. Elternoon Lunch: retailers provide snacks to downtown workers and others doing lunchtime holiday shopping.
- vi. Merry Madness:
 - 1. Consider other venues, maybe kickoff at Port City Music Hall in 2016?
 - 2. Need a food sponsor and more food
 - 3. Perhaps add: "Admission cost gets you 1 slice of pizza, your filled wine glass and your swag bag, then go shop and eat". Have food servers and tickets for wine glasses.
 - 4. ID checking could be smoother

Minute 3. Other business

- Adam is working on building a volunteer base
- Did the Summer Kickoff Weekend theme work?
 - Yes, it seemed to, with OPF as the finale event
 - 3 core events seemed to work well
 - Maybe add a Saturday night something, maybe with bars and restaurants. "Shop & Eat for A Cause" takes it into the evening and involves restaurants.
 - We might consider promoting an event that Friends of Congress Square

Minute 4. Next meeting: August 3rd at 9:00am

Respectfully submitted,
Taffy Eaton, Recorder



DRAFT

Marketing Committee Meeting Minutes

July 12, 2016
8:30 AM.

Portland Downtown
549 Congress Street, Portland, Maine

Present:
Susan Driscoll
Jeff Packard

Absent:
Robyn Violette
Robin Woodcock
Alen Saric
Gerard Kiladjian
Jean Berg

Staff:
Adam MacDonald
Taffy Eaton

Minute 1. Jeff called the meeting to order.

Minute 2. Susan made a motion to accept the June 14th meeting minutes. Jeff seconded the motion. The vote was unanimous.

Jeff would be interested in digging deeper into the Instagram statistics and determining what the most widely used hashtag is. #oldportfest seems to have the largest numbers.

Minute 3. Summer Kickoff Weekend recap– Adam

- a) Walk the Working Waterfront attendance was estimated at 1,000. Visitors and locals attended.
- b) Shop for a Cause: had 20 participating retailers for the first Summer Edition. We have collected \$3,100 for Portland Trails to date, with a few checks outstanding. We will do a press release shortly.
- c) Old Port Festival:
 - o Adam showed the video. Jeff suggested asking Phillip K to produce a 20 to 30 second video for other uses. Fox and WGME are interested in partnering with Portland Downtown. Jeff suggested perhaps finding out about property owners who might be leasing around OPF time in 2017 and have them use the video in their marketing material.
 - o Adam also showed Sarah Beard Buckley's photos
 - o There is some discussion involving limiting vendors to those from Maine only

Adam is looking forward to using the media products for future sponsorship opportunities.

Minute 4. Website tour –

- a) Adam showed the new Programs tab. The intent is to let people know that Portland Downtown is active in areas other than events. Programs included Cadets, Clean & Safe, Banners, Winter Lights, Park & Work, Downtown Ambassadors and the Directory. Susan thanked Adam for completing one of the committee goals.
- b) About Us tab has staff and Board – Jeff suggested adding the Board members' sector representation, their term and a way to contact Board members.
- c) Committees – overview of each. People can sign up for committee involvement there (it's linked to Constant Contact).
- d) Volunteering – description of opportunities, benefits and Adam will add an online volunteer application

Minute 5. Social Media update – Adam circulated his summary sheet (I will attach it to the final minutes for circulation to the committee). Photos and videos are very popular. This information helps Adam decide what posts people like and what the best type of posts are.

- Adam will look into the physical location of our followers

Minute 6. Review of Committee Goals will be postponed to the August meeting.

Jeff adjourned the meeting at 9:35.

Respectfully submitted,
Taffy Eaton, Recorder.



NLOC Meeting
Wednesday July 13, 2016 at 3:30 PM
Portland Downtown – 549 Congress Street

Present: Gary Hutcheson (PPD), Doug Fuss (Bull Feeney's), Tim Sweeton (State Theatre & Port City Music Hall), Janice Gardner and Melissa Caiazzo (Business Licensing), Mark Deane (Pearl), Tanner Herget (51 Wharf, Bonfire, Drink Exchange),

Board members: Sarah Martin

Staff: Taffy Eaton

1. **Introductions:** Sarah opened the meeting by welcoming everyone. Introductions were made.
2. **Minutes:** Doug made a motion to approve the June 8, 2016 meeting minutes. Tanner seconded the motion. The vote was unanimous.
3. **Review Night Life Issues/Calls for Service/License for August renewals (sent with the agenda):**
 - Gary reviewed the August calls for service in the packet
 - 51 Wharf "Provided Service" violation was explained by Tanner. It is the house policy to not admit anyone under 21 after 9:00pm and someone snuck in. They received a write-up by PPD but the State did not pursue the charge.
4. **Noise complaint reports:** Maj. Krier asked Gary to discuss Portland Harbor Hotel noise complaints. Gary explained how noise issues are evaluated. The Portland Harbor Hotel had 2 noise complaints in 7 days but neither a name or room number were provided at the time of the complaint. If PPD doesn't get a room number or a guest name, it rarely results in a charge so the complaints were not pursued and a meeting of the Sound Oversight Committee was not called.
 - Gary gets these reports weekly and monthly. He reviewed sheets and explained the complaints.
 - Gary met with Thirsty Pig and Slab. They are getting their own noise meters to better monitor their own sound.
 - Chief Sauschuck will call for a meeting of the Sound Oversight Committee to discuss the process. These are public meetings so notices will go out. Gary will be sure that NLOC members receive the notice.
5. **New and pending Liquor Licenses:** The July 6th and Aug 1st Council Orders are attached: Janice
 - July 6th applications were all approved
 - August 1st were reviewed with no comments from this committee
6. **Other:**
 - Business Licensing is moving into Permitting and Inspections, Room 307. This should improve functionality of the Business Licensing office, without interruptions for elections and other events.
 - Tanner mentioned a tall black man who repeatedly comes into Bonfire. He seems suspicious but had not done anything wrong until they recently caught him with a fake ID. He has been banned from Bonfire and from all of Mark Deane's establishments.
7. **Next meeting August 10th, 2016, 3:30pm**

Sarah adjourned the meeting at 4:00pm.

July 6, 2016 applications

Bramhall Pub LLC d/b/a The Bramhall Pub. Application to add Outdoor Dining on Private Property at 769 Congress St.

Application submitted on 5/31/16. Applicant holds a current Class XI Restaurant/Lounge License with Entertainment with Dance.

Oxbow Brewing Company d/b/a Oxbow Brewing Company. Application to add Outdoor Dining on Private Property at 49 Washington Ave.

Application submitted on 5/31/16. Applicant holds a current Class A Lounge License with Entertainment with Dance at 49 Washington Ave.

The Portland Meatball Co. d/b/a The Portland Meatball Co. Application for a Class I FSE at 104 Exchange St.

Application submitted on 6/2/16. New City and State applications. Current location of Pierre's Electronics Store.

Waterfront Concerts LLC d/b/a Waterfront Concerts LLC. Application for a Class I Qualified Catering License with Entertainment with Dance at 1 Maine State Pier.

Application submitted on 6/3/16. New City and State applications.

Chez Okapi, LLC d/b/a Chez Okapi. Application to add Outdoor Dining on Private Property at 249 Saint John St.

Application submitted on 6/14/16. Applicant holds a current Class XI Restaurant/Lounge License with Entertainment with Dance.

BBS Enterprise, Inc d/b/a 66S Fusion. Application for a Class I FSE with Outdoor Dining on Private Property at 425 Fore St.

Application submitted on 6/16/16. New City and State applications. Current location of Twist retail store.

Sol Food Group, LLC d/b/a El Rayo Taqueria. Application for a Class I FSE with Entertainment with Dance and Outdoor Dining on Private Property at 26 Free St.

Application submitted on 6/17/16. New City and State applications. Current location of a stationery store.

August 1, 2016 applications

One Eye Open Brewing Company, LLC d/b/a One Eye Open Brewing Company. Application for a Brewery Alcohol Service License with Outdoor Dining on Private Property at 41 Fox Street.

Application submitted on 7/1/16. New City and State applications. Current location of a commercial garage.

Mark's Sports, LLC d/b/a Mark's Sports. Application for a Class XI Restaurant/Lounge with Outdoor Dining on Private Property at 50 Wharfs St.

Application submitted on 7/6/16. New City and State applications. Current location of Buck's Naked BBQ.



**District and Community Services Meeting Minutes
Thursday, July 21, 2016 at 1:30pm
549 Congress St.**

Board members present: Josh Benthien (Northland Enterprises LLC), Ken Cianchette (ELC Management Inc.), Jeff Packard (Alodyne), Phil Haughey (MHR Management)

Others: Bill Daly (Westin), Nathaniel Baldwin and Erin Kiley (Portland Flea-for-All), Megan Doane (Portland Stage), Steven Landry (Maine Historical Society), Joan Grant (Friends of Congress Sq Park), Matt Stone (Portland Science Center), Mackenzie McHatton (Ri Ra)

Staff present: Amy Geren, Adam MacDonald, Taffy Eaton

Minute 1. On a motion by Ken Cianchette, seconded by Jeff Packard, the committee unanimously accepted the June 16th meeting minutes.

Minute 2. Potential panhandling action plan: Amy let the committee know that the City has decided not to pursue any further action towards a creating a panhandling ordinance. Committee input for alternatives:

- Beautification, plantings, education
- Prohibiting the handing out of anything out of your car window
- Work with DOT versus the City
- Look at other programs in other cities that can deter panhandling
- Preble Street is not behind pursuing a new ordinance
- Our constituents want something to be done and Portland Downtown needs to pursue. We need to brainstorm alternative ideas and need Preble Street to be part of the conversation. Maybe hold a meeting like the Sound Ordinance meetings. Josh will recommend a meeting to the Board.

Minute 3. Love Locks fence update – Amy had a conversation with City of Portland’s Safety Program Manager, Chuck Kamilewicz.

- The City is taking care of taking it down and replacing the fence with a wrought iron fence.
- Going forward, the Public Works crew will remove any lock placed on the fence
- The fence gate is being displayed on Long Wharf and the rest is being stored at Maine State Pier
- There was a favorable article in the PPH about the fence

Minute 4. DEL update – Amy

Minute 4. DEL update – Amy

- Newspaper boxes – it is a long term process to replace them with condo boxes
- The Neighborhood prosecutor is taking charge of being in touch with the box owner when it's got graffiti on it
- Any coating or paint that discourages graffiti needs to be approved by Portland Landmarks (?)
- Learning Works – they still have \$2,700 from Portland Downtown's 2015-2016 donation. They will combine it with the current \$6,000 contribution.
- Asylum will continue to have a blank wall for graffiti and murals. Murals discourage taggers.
- There are 6 new porta-potties on Long Wharf which is a short term solution. They are well maintained.
- Bathrooms in garages are in tough shape. Open and visible bathrooms would be better for tourism. Maybe work for sponsorships. Talk to Unified Parking – maybe install in parking lots.
- Plantings and trees have been replaced. Some trees are not being replaced for practical reasons. We should know by 2020 what streets will have new trees. Jeff Tarling should meet with the committee again.
- Amy met with Troy Moon, Sustainability Head with the City. Curbside composting is being discussed. Jeff Packard mentioned that there is no recycling on Congress St and would like to see it added.

Minute 5. Cadet update: Amy gets weekly activity reports from the Portland Police Department. They are trying to be a positive information source.

- Amy also met with some asylum seekers to inform them about the Portland Police Department's role versus police in their home countries.

Minute 6. Other business – Suggestions:

- Highlight people doing gardening in front of their businesses like John at Emilitsa
- Maine Historical will include a Pokemon charging station - the game has been positive for Ri Ra, bringing paying customers in.
- Park & Shop program: Send any ideas you have to Amy Geren

Respectfully submitted,
Taffy Eaton, recorder



**Parking & Transportation Committee meeting minutes
July 27, 2016 at 9:00am
549 Congress St.**

Board members Present: Kim Volk (Aurora Financial), Phil Haughey (MHR Management)

Others: Megan Doane (Portland Stage), John Peverada (City Parking Div.), Todd Dominsky (East Brown Cow), Meredith Healey (Planned Parenthood), Dawn Tully (volunteer)

Staff present: Casey Gilbert, Taffy Eaton, Amy Geren

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

Minute 2. Review and approve June 22, 2016 minutes: Kim made a motion to approve the minutes. The motion was seconded and unanimously approved.

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

- Amy is continuing to gather feedback about the program suspension and will present it at the September meeting.
- We will do a final email push mid-August to remind the public that 8/31 is the final day for returning stamps for a refund (please include the Committee members on this email)
- Fore Street Garage and Temple Street Garage have made parking validation available to interested businesses. They have each had only a few requests. (Actually, Temple has been approached by about six businesses looking into validation programs where they would pay for their customers parking)
- John Peverada has received only a handful of complaints about the program suspension
- Planned Parenthood is working on validation programs with Elm Street Garage and the Public Market Garage. Their call center has instructions for telling clients where to park. Meredith would like a garage to be able to cap the validation at 2 hours so Planned Parenthood doesn't end up paying for their clients' time spent in town after their appointment. John thinks it will be possible to do so and will talk to Meredith individually.
- The Transportation Department is delayed but the new parking signs will be hung soon
- Park & Shop refund checks are being processed as the tickets are returned

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

Casey presented Portland Downtown's original letter to the City Economic Development Committee about a month ago. They referred the letter to City staff. Recommendations were approved last night at the Economic Development Committee meeting. Casey distributed the City staff's responses (attached).

1. **Motion:** Kim made a motion to defer spending money on a marketing campaign pending discussion with the accountant. The motion was seconded and unanimously approved.
2. The City has committed to doing a parking supply and demand study, with the concentration being the Old Port and East End where parking in the City is the tightest. Portland Downtown might need to commit \$10,000 to \$15,000 to make sure the whole downtown is studied. Can we tap into other orgs to contribute? **Motion:** Kim made a motion to allocate a maximum of \$15,000 of Park & Shop

funds towards a study pending the cost of the study to include all of Downtown. Phil seconded the motion and the vote was unanimous.

3. The City will collaborate with Portland Downtown and hold forums at milestones of the parking study and to discuss the reestablishment of a Transportation Management Association.
4. The City will seek clarification regarding the definition of low wage earners concerning alternative transportation solutions. Casey thanked John and the Parking Department for adding the \$5 a day lot on Commercial St. Hopefully METRO service will expand to assist here.
5. Bike Share support – the City supports a program and will help where they can to find an organization to start one.

Casey is very pleased that the City is willing to engage.

Implementation and multi-modal – the City is putting in bike corrals which companies can sponsor. Maybe Portland Downtown should sponsor some as a good use of the Park & Shop funds?

Minute 5. City's technological updates to parking meters/ticketing and impact on PD: the Parking Department will be adding new hand-held technology within 2 months that will help the parking control staff more efficiently manage meter and pay station violations. Parkers will also be able to pay for parking with an app. It will be in real time – violators can pay a ticket on their phone within a minute of receiving it. It will be an additional \$3.00 per ticket to pay online.

Minute 6. Other business –

- Transportation info network – “Roadify”. Kiosk shows all available parking nearby as well as other modes of transportation. Kim will share with the committee (information is attached).
- Casco Bay Lines parking trouble: John is telling people trying to park for Casco Bay Lines to take a cab in rather than leave their car somewhere. It will be much more cost effective for them.

Next meeting: Wednesday August 24th, 9:00am

Kim adjourned the meeting at 9:55 am.

Respectfully submitted,
Taffy Eaton, Recorder



Economic Development Department
Gregory A. Mitchell, Director

MEMORANDUM

TO: Economic Development Committee
FROM: Greg Mitchell, Economic Development Director
DATE: July 19, 2016
SUBJECT: City Response to Portland Downtown Parking & Transportation Recommendations

The Memorandum will outline the city response to the five (5) Portland Downtown (PD) Parking & Transportation Recommendations (copy attached). Each PD Recommendation and city response is provided below.

PD Recommendation #1

The City of Portland prioritizes the funding of a public marketing/advertising campaign (print/digital/social) in the next budget cycle – in partnership with Portland Downtown – to highlight multi-modal access to the Downtown. Emphasis would be on: available parking in municipal lots and garages, on-street parking, parking in private lots and garages, electric vehicle parking, METRO Bus routes, commuting by bicycle and available bicycle parking, walking, etc.

City Response

The City will commit to discuss approaches to create and maintain a public marketing/advertising campaign to highlight a multi-modal approach to access Portland's downtown. Over 2016/2017, the City will commit to lead discussions with PD and other possible partner organizations (METRO, CVB, GPCOG/PACTS and interested parties) to create a campaign. The City will consider future funding commitments to support this campaign.

PD Recommendation #2

The City of Portland immediately prioritizes an update to its 1988 Parking Master Plan for Downtown Portland and/or the 1992 Transportation Plan in the next budget cycle. The priority of this plan would focus upon Downtown Portland and include a study of the supply and demand for parking. If feasible, the City undertakes an update on a Master Plan and Transportation Plan for the entire city that would incorporate recommendations for parking management and rates and would focus on multi-modal transportation. The City also begins implementing key recommendations from the 2008 Peninsula Transit Study.

City Response

Over fiscal year 2016/2017, the City will commit to lead and invest up to \$25,000 to complete a parking demand and supply study for the Old Port and Portland East End, along with revisiting existing plan recommendations for implementation. Should PD provide some of its proposed implementation funds (\$25,000) to the study, the City will consider expanding the study area to the entire PD District.

PD Recommendation #3

The City, in partnership with the Portland Downtown, hosts a public forum to address parking and transportation issues. Ideally, the forum would focus upon Downtown/the Peninsula, but we would recommend expanding it city-wide as time and resources allow.

City Response

Over 2016/2017, the City will commit to hold forums(s) connected to data gathering efforts at the appropriate milestone(s) of the parking study and associated with recent discussion related to the possible reestablishment of a Transportation Management Association (TMA) to oversee employer Transportation Demand Management (TDM) plans.

PD Recommendation #4

The City identifies parking and alternative transportation solutions for Downtown employees, with special consideration for low wage earners.

City Response

Need to seek clarification regarding the definition of low wage earners.

Approaches to address this need will be coordinated with the above referenced TMA work. We also see this as an inter-related part of the marketing/advertising campaign (Recommendation #1).

PD Recommendation #5

The City would further support the latest efforts for a bike share program.

City Response

The City is on record supporting the development of a bike share program. See attached letter.

Please note that these recommendations have been shared with PD. City staff looks forward to discussing the City staff recommendations with you for your endorsement at your July 26th EDC meeting.

To: City of Portland: Jon Jennings, City Manager; Ethan Strimling, Mayor; and City Council

From: Casey Gilbert, Executive Director, Portland Downtown

Date: March 23, 2016

Subject: Parking & Transportation Recommendations



Portland Downtown has a vested interest in the overall economic health and well-being of Downtown. The formula for a vibrant Downtown is complicated, but we believe that strategy, mission and initiative has been a winning algorithm for us since 1992. Portland Downtown has a board of active, invested stakeholders and a variety of committees that deal with topics which are essential to Downtown's continued growth and development. Among those committees is our **Parking and Transportation Committee, which has been hard at work - gathering information, bringing together a diverse group of stakeholders and looking at best practices across the nation and the globe.** In the fall of 2015, our Committee set out on a mission to analyze our parking landscape, inventory the current supply and demand, gather user feedback, and present recommendations to the City. After several meetings, with a variety of stakeholders (garage owners, retail merchants, bicycle/pedestrian advocates, City staff and Portland Downtown board members) we came to the conclusion that the task was simply too large for our small group and that what **we truly need is the collective resources of the city to help us forge a path for best practices and strategic management of our public and private parking assets.**

Following are (A) our **recommendations** for how the City of Portland can turn thoughtful parking and transportation planning into economic development with major ROI, (B) how Portland Downtown plans to **partner with the City** to implement the recommendations, (C) **how thoughtful parking and transportation planning and economic development are intrinsically linked**, (D) a brief **history** of how the Parking & Transportation Committee came together with the City of Portland's Bicycle & Pedestrian Committee and developed the recommendations and (E) a list of other **stakeholders** who support our recommendations.

A. Recommendations

1. The City of Portland prioritizes the funding of a public marketing/advertising campaign (print/digital/social) in the next budget cycle - in partnership with Portland Downtown - to highlight multi-modal access to Downtown. Emphasis would be on: available parking in municipal lots and garages, on-street parking, parking in private lots and garages, electric vehicle parking, METRO Bus routes, commuting by bicycle and available bicycle parking, walking, etc.

2. The City of Portland immediately prioritizes an update to its 1988 Parking Master Plan for Downtown Portland and/or the 1992 Transportation Plan in the next budget cycle. The priority of this plan would be a focus on Downtown Portland and would include a study of the supply and demand for parking. If feasible, the City undertakes an update on a Master Parking and Transportation Plan for the entire city that would incorporate recommendations for parking management and rates and would focus on multi-modal transportation. The City also begins implementing key recommendations from the 2008 Peninsula Transit Study.

3. The City, in partnership with Portland Downtown, hosts a public forum to address parking and transportation issues. Ideally, the forum would focus on Downtown/ the Peninsula, but we would recommend expanding it city-wide as time and resources allow.

4. The City identifies parking and alternative transportation solutions for Downtown employees, with special consideration for low-wage earners.

5. The City would further support the latest efforts for a bike share program.

B. How Portland Downtown will partner with the City on our recommendations

We realize that we cannot ask the City to contribute time and resources to finding solutions, if we are not willing to do so ourselves. We will partner with the City of Portland in the following ways:

1. Portland Downtown is willing to contribute up to \$15,000 to help fund a marketing campaign to educate the public about parking and transportation in/to Downtown.

2. Portland Downtown will contribute up to \$25,000 towards the implementation of strategies that will have a direct and positive impact on the parking and transportation landscape in Downtown.

3. Portland Downtown will help host public forums, circulate surveys, participate in Committees, or in any other way to help add value to the process.

C. How thoughtful parking and transportation planning and positive economic development are intrinsically linked

Findings from a white paper prepared for the U.S. Department of Transportation - Office of Planning, Environment, and Realty and the Federal Highway Administration by the U.S. Department of Transportation and John A. Volpe National Transportation Systems, titled "A multi-modal approach to economic development in the metropolitan area transportation planning process" concludes that:

"Cities and towns across the U.S. have benefitted in many ways by improving their parking policies, practices, and management. Cities that follow best practices for parking and transportation see a return on investment through economic growth and prosperity and thriving downtowns and local businesses.

Land use, transportation, and economic development are integrally related. Several of the case studies underscore the importance of the spatial dimension of economic development in terms of location. MRMPO in the Albuquerque area gives priority to High Activity Areas for transportation system investments, illustrating the importance of location. The Sacramento area planning process emphasizes the relevance of compact land use patterns to economic development. Potential benefits of promoting higher-density, transit-oriented development as an element of economic development strategy include:

- *Increased land value and return on investment by real estate developers;*
- *More face-to-face contact, i.e. spatial “agglomeration,” which may help to incubate growth in business activity, particularly in innovative, knowledge-based industries;*
- *Improved employment opportunities and higher incomes for low-income and economically disadvantaged population groups who are disproportionately transit-dependent and concentrated in urban neighborhoods; and*
- *Shifting a greater share of person trips to alternative modes and reducing travel distances between many trip origins and destinations, freeing capacity on area roadways for truck trips vital to business operations.”*

There are hundreds of other sources that we could cite, but this seemed to sum up the case perfectly. Following is a link to the full report:

https://www.planning.dot.gov/documents/EconDevelopmentFinal_8-11-14.pdf

D. Portland Downtown’s Parking & Transportation Committee

Portland Downtown’s mission is to maintain a clean and safe downtown while building and promoting a vibrant business, residential and tourism destination.

In 2014, Portland Downtown’s Parking and Transportation Committee began to research the most recent parking and transportation studies conducted by the City of Portland. To our knowledge, there were a few major studies in recent decades: the 1988 Parking Master Plan for Downtown Portland, the 1992 Transportation Plan, and most recently, the 2008 Peninsula Transit Committee Report. After carefully following current development trends, and combined with feedback from our constituents; we concluded that it was time for the City of Portland to update the plans and/or revisit some of the recommendations that had not been implemented. Around the same time that we were looking for ways that we could make an impact on the current parking and transportation landscape in Downtown, we were contacted by the City of Portland’s Bicycle & Pedestrian Advisory Committee. At the time, they were considering forming a Downtown Parking Task Force. It seemed like a logical partnership, to incorporate stakeholders from all transportation modalities – parking garage owners, METRO, bicycle/pedestrian advocate groups, retail/business owners – to discuss the parking and transportation landscape in downtown. Additionally, we received feedback from the city that forming another task force could be unwieldy and a burden on their already stretched staff and council resources. Thus, the Parking and Transportation Committee of Portland Downtown enacted a subcommittee to look at how to bring forth positive changes in the management of the parking and transportation landscape.

The subcommittee has met regularly and explored options ranging from hiring an independent consultant to conduct a parking inventory, to doing it ourselves with volunteers. Public forums, surveys, and focus groups were pitched. Estimates on transportation studies were presented. We discussed the wide range of resources and costs that might be involved in finding the solutions that we seek. The end result was that this puzzle was far too complex for us to solve on our own. The conclusion was that the best way to move forward would be with a list of recommendations (see Section A) to the City Council, based on research, feedback and best practices and to find a way that we could work in partnership towards achieving these lofty goals.

E. Joining in support of our recommendations: community stakeholders

Portland Downtown is not alone in its desire to see the City put resources toward best parking and transportation management practices. Attached is a list of those who stand with us as advocates for this request.

We thank you in advance for your consideration. As a nonprofit organization whose focus is on the betterment of Downtown, we truly have a tremendous stake in our parking and transportation landscape. We stand beside you and want to help in any way that we can to ensure the viability of our city for decades to come.

Sincerely,

Casey T Gilbert - Executive Director

Portland, Maine



Yes. Life's good here.

Jeff Levine, AICP
Director, Planning & Urban Development Department

Dear Leaders in the Community,

The City of Portland staff (hereinafter the "City") is enthusiastic about the recent movement to create a bike share system in the Portland area. Bike share is a healthy, sustainable form of transit that will benefit our residents and tourists alike. Bike share has been shown to boost economic development, mitigate traffic and parking problems, and provide a low cost transportation option convenient for all sectors of our population. It can produce health benefits for people and for the environment. Not only is bike share successful in large cities across the US, it has also been successful in cities such as Buffalo, NY, and Madison, WI that share our harsh winters, and in small cities like Boulder and Aspen, CO, Birmingham, AL, and Chattanooga, TN.

The City has had an interest in Bike Share since 2012. In fact, in 2013 we applied and received an Environmental Protection Agency ("EPA") technical assistance grant to investigate the feasibility of bike share in our community. We concluded that bike share was feasible, but that the ideal business model would be for a non-profit provider to launch and manage the system with City support. The City is excited to see bike share begin to come to fruition in our community through the work of Samantha Herr and the newly formed non-profit organization, Portland Bike Share, Inc.

The City has, and continues to be, supportive of Portland Bike Share, Inc., and its goal to make bikesharing a reality for our City. We have been involved in the planning stages led by Ms. Herr, including logistics, site selection, and participating in an ad hoc advisory committee. We will continue to do what we can to ensure the smooth implementation of bike share in Portland, and are committed to help with permitting, installation of stations, and other crucial details of planning and implementation. While we are not in a position to offer funding for a system at present, we are exploring possible amendments to our zoning ordinance that would encourage bike share, similar to the parking relief incentives currently in our zoning to encourage car share.

On a more personal note, I have previously been directly involved in the launch of a bike share system and seen how successful a well-designed and sustainable program can be to meet public health, economic development, and livability goals. I look forward to using my experience to continue to aid the community in moving forward with a bike share system.

Overall, we are an enthusiastic supporter of Portland Bike Share and the benefits it will bring to the City of Portland and the region.

Sincerely,

Jeff Levine
Planning & Urban Development Director
City of Portland

Taffy Eaton

From: Kim Volk
Sent: Wednesday, July 27, 2016 11:13 AM
To: Taffy Eaton (taffy@portlandmaine.com)
Subject: FW: Transportation Information Network for Portland-- let's discuss (per meeting last week)

Here is the email string we wanted to include with the minutes. Maybe check with Casey first.

Kimberly L. Volk, CTFA, SPHR, MBA
Investment Advisor
Vice President & Chief Compliance Officer
Aurora Financial Group, LLC
85 Exchange Street, Suite 202
Portland, ME 04101
207-553-2343
207-553-2344 Fax
kvolk@aurorafinancial.info

From: Jeffrey Packard [mailto:jeffrey.packard@alodyne.com]
Sent: Tuesday, July 26, 2016 9:34 AM
To: Casey Gilbert
Cc: Kim Volk; Phil Haughey, Jr.; Denine Leeman
Subject: Re: Transportation Information Network for Portland-- let's discuss (per meeting last week)

No clue about METRO, but definitely worth the outreach. It would work with all forms of public transport; buses (local and I believe Concord Coachlines as well), ferries, and trains.

On Tue, Jul 26, 2016 at 9:25 AM Casey Gilbert <casey@portlandmaine.com> wrote:

Jeff,

That would certainly be a welcome upgrade. Do you have a sense from METRO if this is on their radar or in their future budget?

On Thu, Jul 21, 2016 at 3:33 PM, Jeffrey Packard <jeffrey.packard@alodyne.com> wrote:

Dear Kim and Phil,

Please see the following message from Scott Kolber of Roadify. With Metro and other services now generating real time data, it is possible to have real time updates available for users of mass transit. This is one solution. I believe we touched on this at the last Parking meeting, but wanted to give you more information and hopefully have an opportunity to discuss it as an agenda item during the next meeting.

This is certainly not the only option for this kind of solution, but it does seem to be quite a good one that will not cost "an arm and a leg" to implement (note its use of retail windows and widely available LCD screens instead of custom installs above bus stops.)

Pending the Committee's interest, it may be possible to work together with both the City of Portland and the City of South Portland (which has already expressed some level of interest) in implementing something like this.

Best regards,

Jeff

----- Forwarded message -----

From: Scott Kolber <scott@roadify.com>

Date: Tue, Jun 28, 2016 at 12:01 PM

Subject: Transportation Information Network for Portland-- let's discuss (per meeting last week)

To: <jeffrey.packard@alodyne.com>, <jreny@southportland.org>

Cc: Nick Kaufmann <nkauf87@gmail.com>, Adam Nyhan <adam@opticliff.com>

Jeff, Josh- great to meet last week at Maine Start-up and Create Week. I really appreciated your interest in having further discussions about the possibility of deploying a Transportation Information Network (TIN) throughout Portland that displays bus, ferry, bike share, etc information on existing and new screens at local venues—stores, coffee shops, hotels, schools, offices, condo lobbies, etc—along the lines of what I describe in the OpEd piece that ran last week in the Portland Press Herald.

(<http://www.pressherald.com/2016/06/22/maine-voices-bus-information-at-a-glance-would-benefit-business-environment-health/>).

In the meantime, attached are some photos of the work-in-progress we're doing with the City of New Haven where they've deployed a Roadify display in a frame alongside other local proprietary and promotional content in a bus shelter at Union Station where many transit systems converge (CT Transit, local shuttles, Amtrak, Shoreline East, Metro North) and in a few other locations in the city. Reaction thus far has been very appreciative! This type of content can also be deployed on smaller, lower cost screens in the windows of local venues—doesn't have to be only in bus shelters.

Here's a prototype of what a Roadify display might look like for the Casco Bay Terminal. The bus information is real time as is the Peak Islands data: <https://roadify.tv/screens/3gkjid9qqmfp/preview.html>

Can we schedule a call to discuss this idea for late next week when I can bring one of our integration partners into the discussion? Are there any times next Thursday or Friday when you're available? Best, Scott

Scott Kolber

Roadify, CEO

646 734-8388

Jeffrey Packard (FO)

M | 207.329.4192

Alodyne, LLC

408 Fore Street

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Casey T Gilbert

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Jeffrey Packard | CEO

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