

Portland Downtown Board of Directors
Board Meeting minutes
Wednesday December 13, 2017
Bayside Bowl



Present: Kim Volk, Ken Cianchette, Mike Erickson, Denine Leeman, Sarah Martin, Sue-Ellen McClain, Trish McLellan, Greg Mitchell, David Packard, Alen Saric, Erik Urbanek, Matt Veith

Excused: Anastasia Contos, Phil Haughey, Mike McDonald, Suzie Rephan, Penny St. Louis, Peter Tousignant, Robyn Violette

Staff: Casey Gilbert, Taffy Eaton

Minute 1. Kim called the meeting to order and welcomed everyone present. Casey welcomed everyone and gave an overview of the day's schedule.

Minute 2. Motion to accept

- a) **November 16, 2017 Board meeting minutes:** On a motion made by Denine Leeman, seconded by Trish McLellan and unanimously adopted
it was

RESOLVED: That the minutes of the Board Meeting of November 16, 2017 be and hereby are accepted as proposed.

- b) **November Treasurer's Report:** Erik reviewed the attached summary report. On a motion made by Ken Cianchette, seconded by Alen Saric and unanimously adopted following discussion:

- We are tracking \$5,000 over budget YTD
- Income:
 - i. Assessment income is tracking slightly under budget. Kim added that the City Assessor will attend the January Growth Ad hoc Committee and the Board will continue to talk about assessment income levels
- Expenses:
 - i. \$1,900 was moved to Visitor Information Booth expense (Marketing) from Rent & Utilities to correct a bookkeeping error
 - ii. Professional fees are over budget due to a one-time legal expense
 - iii. Light up Your Holidays budget is \$40,000, and we are slightly over now. Increased LUYH revenues will cover the over-budget LUYH expenses.

it was

RESOLVED: that the November financial statements and Treasurer's report be and hereby are accepted as presented.

Minute 3. Committee reports:

- Merchant: Casey reported that the meeting was well attended, and the merchants are enthusiastic about the holiday events. Casey recognized the merchants for choosing Amistad as the non-profit beneficiary for Shop for A Cause Day. Portland Downtown has received feedback that the 2017 Merry Madness was the "best ever", with drastically increased sales for local businesses, etc. Casey reported:
 - We budgeted \$15,000 for Merry Madness ticket sales and have over \$18,000 coming from Eventbrite, which doesn't include day-of ticket sales

- Ken suggested surveying merchants about increased sales that night
- Kim suggested an attendee survey
- Old Port Festival Ad hoc: the committee will present a summary of recommendations at the January Board meeting. The vendor registration date will be pushed back to February, so some small changes can be made for the 2018 Old Port Festival. Future changes are under discussion. Trish encouraged Board member attendance at the January meeting. The committee recommendations will be included in the January Executive Committee and Board packets.
- Street Art Vendor Ad hoc: Casey said that the committee is pausing for the holiday season. Suzie is trying to meet with Corporation Counsel in the meantime.
- Marketing & Events Committee: Erik commented that most of the holiday events are behind us, we hit sponsorship targets and we hit Merry Madness ticket sales targets. The Tree Lighting was very popular again this year. There are not too many things to work on for 2018 holiday events as operations are running smoothly.
 - Casey added a sponsor update:
 - Hood returned as a Tree Lighting presenting sponsor for \$7,500
 - We hit the sponsor target for Merry Madness
 - We did not get a Window Display sponsor
 - Machias Savings Bank was the Shop for A Cause Day sponsor, which was an unbudgeted item, as we customized the sponsorship for the bank this year. We hope that Machias will continue in future years to be the exclusive SFAC sponsor.
 - Kim mentioned that she saw the sponsor banners on the wagons at events outside of Portland
 - Kim added that she is worried about losing Robyn Violette's help with wine donations when she leaves the board in June. The Board might have to think about paying for wine in the future. Casey will continue talking to Cellar Door Winery about sponsorship. Erik confirmed that it is a good idea to invite vendors to events at no charge so they can witness the value of event donations and sponsorships.
- Clean & Safe Committee: Ken summarized - the Public Works crew attended the meeting and reviewed snow removal plans
- Night Life Oversight Committee: Sarah mentioned that the NLOC Bylaws are not really bylaws, but really a "Nightlife Safety Plan". They are and should be committee guidelines for voting rights. Sarah requested input from Board members on them. The committee now gets the next City Council meeting applications from Business Licensing between committee meetings, so they can determine whether the committee needs to review an application prior to the next meeting.
- Legal Affairs: Trish informed the Board that there will be 6 Board vacancies. The committee is looking for out-going Board members to nominate people and for current Board members to make suggestions of nominees. Everyone in each Stakeholder group with an upcoming opening will be invited to make a nomination. For transparency reasons, if we outsource the election process, we will need to budget for it in FY19.
- Parking & Transportation: Kim explained that Sections K & L of the Fort Hill Parking Study were distributed to committee members for comments and responses were received. The Multi-modal Marketing Campaign RFP has been edited and redistributed by the City. Portland Downtown has funds that need to be spent on Parking & Transportation initiatives. Sarah asked about getting information on low-cost parking options in a hand-out. The City of Portland produces a pamphlet about parking and the information is also on their website.
- Growth Ad hoc: David reviewed the focus of the last meeting – district boundaries, current exempt properties, expansion and a mil rate increase were discussed. Kim commented that the committee has been reading historical data about the origination of Portland Downtown. They have found that the City is not driving the conversation on assessment levels, rather Portland Downtown drives the conversation on how much the organization needs in order to carry out our programs, services, and operations. Casey has been charged with creating a budget based on needs and vision. Casey will draft a letter to the Executive Committee and Board in February or March. The preliminary budget must be submitted to the City in April.

On a motion that was made, duly seconded and unanimously acknowledged it was

RESOLVED: That the following Minutes of recent Committee Meetings be and hereby are acknowledged:

- Merchant Meeting (11/2/17)
- Old Port Festival Ad hoc (11/2, 11/9, 11/16, 11/30/17)
- Street Art Vendor Ad hoc (11/13/17)
- Marketing & Events Committee (11/2/17)
- Clean & Safe (11/9/17)
- Night Life Oversight Committee (11/21/17)
- Public Works (11/15/17)
- Legal Affairs Committee (11/15/17)
- Parking & Transportation Committee (11/22/17)
- Growth Ad hoc Committee (11/1, 11/8, 11/29/17)

Minute 4. Executive Director's update: Casey distributed and reviewed her report:

- Casey will help the Growth Ad hoc Committee put together a budget capturing the vision of the origin of Portland Downtown
- Casey will prepare an overview of the 3 advocacy letters for a refresher in the coming months: Sound, Parking & Transportation and Panhandling
- Casey is excited to welcome new Board members and sad to lose wonderful current members
- Casey thanked all Board members for all the time they volunteer for Portland Downtown

Minute 5. Other business:

- Elections: Kim reminded the Board that Ken will not re-run so his term as Vice Chair is expiring. Trish has been asked to and has agreed to run for Vice Chair. Kim would like to remain as Chair. The Board must vote for new Officers in December.
 - The slate is:
 - Chairperson – Kim Volk
 - Vice Chair – Trish McLellan
 - Treasurer – Erik Urbanek

Denine Leeman made a motion to re-elect Kim Volk as Chair and Erik Urbanek as Treasurer, and elect Trish McLellan as Vice Chair for FY19. Sarah Martin seconded the motion. The vote was unanimous.

- CIP project letter in the packet: Kim reviewed the projects and hopes the letter supports the CIP's. Those present suggested adding "Cobble stone streets in the Old Port, with 1st priority to Wharf St". Sarah Martin made a motion to approve the letter. David Packard seconded the motion and the vote was unanimous.
 - Casey added that these projects are already being recommended by the Public Works Department. A letter from Portland Downtown would strengthen the request. Public comment at the Council meeting will also help.
- Kim thanked Sue-Ellen McClain for joining the Board and invited her to tell us about herself. She said that serving on the Panhandling Committee got her excited about the work Portland Downtown does. Kim explained that she made the appointment replacing the Professional opening due to a resignation. Sue-Ellen will serve through 2019. Board members present approved the appointment.

There being no further business to come before the Board, Kim adjourned the meeting at 5:20.

Respectfully submitted,
Taffy Eaton, Recorder