

Portland Downtown Board of Directors

Board Meeting minutes

March 15, 2018

549 Congress St



Present: Kim Volk, Ken Cianchette, Megan Doane, Mike Erickson, Phil Haughey, Denine Leeman, Sarah Martin, Sue-Ellen McClain, Trish McLellan, David Packard, Alen Saric, Penny St. Louis, Peter Tousignant

Excused: Mike McDonald, Greg Mitchell, Erik Urbanek, Robyn Violette

Absent: Anastasia Contos, Suzie Rephan, Matt Veith

Staff: Casey Gilbert, Taffy Eaton

Minute 1. Kim called the meeting to order and welcomed everyone present

Minute 2. Motion to accept

- a) **February 15, 2018 Board meeting minutes:** On a motion made by Trish McLellan, seconded by Denine Leeman and unanimously adopted, it was

RESOLVED: That the minutes of the Board Meeting of February 15, 2018 be and hereby are accepted as proposed.

- b) **February Treasurer's Report:** In the absence of the Board Treasurer, Casey reviewed the attached summary report. On a motion made by Phil Haughey, seconded by David Packard and unanimously adopted following discussion:
- We are tracking \$16,786.37 over budget YTD, primarily due to the early payment of Pandora LaCasse's final Winter Lights invoice for \$13,500.

it was

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

Minute 3. Committee reports:

- **Merchant Meeting:** Casey mentioned that Amistad staff gave a great presentation at the February meeting and the merchants are excited about the upcoming PD events
- **Marketing & Events:** Mike Erickson summarized the February meeting: the committee reviewed holiday events and talked about the wine partnership Casey is exploring with Cellardoor Winery for 2018 Merry Madness. Denine added that Shop for A Cause publicity was done very well. Peter added that the Police Awards breakfast went very well. Phil said that Chief Sauschuck wrote personal thank you notes to each sponsor. Casey added that sponsorships allow PD to hire a photographer and buy centerpieces for the tables, which guests take home with them.
- **Old Port Festival Ad hoc:** Booth reservations are coming in both from downtown merchants and vendors. Casey is handling feedback from a few vendors who did not like the changes. Casey is seeking the following sponsorships: auto, parade, and children's stage.
- **Clean & Safe Committee:** Denine explained that the committee is not suggesting changes to the Supplemental Services Agreement (SSA) before we see how expansion will affect the agreement. Restricting the current contract with benchmarks could work against PD. PD and City staff have a good working relationship right now. Trish added that graffiti will come up more and more. Megan mentioned that there are things property owners can do to help lessen the instances of graffiti. Prosecution is difficult. A certain number of a particular tag moves it to a criminal

level. Casey added that we have signed our contract with Learning Works for 2018 graffiti removal. Casey will talk to Chief Sauschuck about graffiti when they meet.

- Night Life Oversight (NLOC): Alen mentioned the assaults in the Portland Police Department (PPD) license reviews. PPD classified a cell phone theft as a sexual assault and reported it as being at a certain bar but it was actually outside, or “in the area”. Sarah suggested there are flaws in the PPD’s perception of safety. PPD reports it’s safe in the Old Port but business owners feel differently. It’s difficult to determine where the over-serving takes place because patrons move around constantly. Amy collects crime data from the City and the results will go to the Clean & Safe Committee and NLOC for review. She can sort and present the data based on the committee’s preferences.
- Public Works: Denine said that winter operations were discussed and the SSA and staffing the Public Works downtown team was touched on. City staff is very cooperative and PD has a good relationship with them. Property owners will soon be able to purchase and sponsor combo trash/recycling cans, to replace current cans. Kim told the Board that per Chris Branch, PD has 4 sidewalk snow clearing machines for 14 miles of sidewalk. The rest of the City has 6 machines for 135 miles of sidewalk.
- The PD Public Works budget was not available yet. City Manager Jon Jennings seems to be asking Chris Branch to determine the actual costs of the downtown Public Works crews work. The City does not give money back to PD in a low snow removal winter, so there needs to be a balance.
- Governance: Trish said the draft committee guidelines were sent to committee chairs for feedback, which is due by March 19th. Casey will resend the email because she has not received any feedback yet.
- Parking and Transportation: Phil said the committee developed a list of To Do’s. The Fort Hill parking study has not been presented to City Council yet, so the committee is waiting to make recommendations. Casey will be involved with the Multi-modal Marketing Campaign work. John Peverada says the online payment street parking app called Passport is coming along.

On a motion made by Trish McLellan, seconded by Denine Leeman and unanimously acknowledged

It was

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

- Merchant Meeting (2/1/18)
- Marketing & Events (2/1/18)
- Old Port Festival Ad hoc (2/6/18)
- Clean & Safe (2/8/18)
- Growth Ad hoc (2/8, 2/14, 2/21, 2/28/18)
- Night Life Oversight (NLOC) (2/20/18)
- Public Works (2/21/18)
- Governance (2/21/18)
- Parking and Transportation (2/28/18)

Minute 4. Election updates: Trish pointed out the Call for Nominations and Annual Property owners meeting post card that was sent to property owners this week. Stakeholders and property owners may nominate themselves. Nomination forms will be available online as of April 16th. There are 4 Stakeholder and 2 At large positions open. A few names have been put forward through the Governance Committee. If a Board member is running for reelection, that seat is also open to others. Megan mentioned Tom Vost, with a downtown technology company for a Board nominee representing the Technology sector. The Governance Committee will reach out to nominees to make them aware of PD policies, the Code of Conduct and the Conflict of Interest policy. The Swanson Group is working on pricing for the RFP for handling the entire election process as well as ballot counting only.

Minute 5. Growth Ad hoc recommendations and FY19 budget update: Casey mentioned the recommendation letter that Board members received with their Board meeting invitation (copies available on the table). Kim spoke about meeting with Jon Jennings, Greg Mitchell, Chris Branch, Ethan Hipple, and PD Board members. At the meeting with the City Manager,

Casey gave a brief presentation to explain the growth letter and the committees' intentions. Growth Committee members explained that PD is not asking the same staff to service the expansion, rather to restore a 5th Public Works person. Kim explained that district growth is a 2-step process:

1. PD is presenting a budget based on realistic expectations, the sustaining of PD, and restoring funding to the PD rainy day fund. We cannot always count on sponsor income especially if there is a downturn in the market.
2. Expansion of the district and more assessment money can help pay for the 5th Public Works position, while expanding services in the detailed area which is also benefiting from current service. We might need to add another position in the future. With or without the district expansion, PD is asking for the 5th position back.

Discussion: David commented that it seemed like Jon Jennings wants to be clear that we're not expecting something for nothing. Casey budgeted in \$40,000 more in FY19 budget for the 5th position based on Chris Branch's estimate.

- Ken feels Jon Jennings will push PD on staff costs and Denine agreed that we need to be prepared to respond accordingly.
- Phil suggested we have a list of PD successes available. Jon Jennings is a numbers person. We should identify the cost of City staff needed to maintain downtown, then show the additional work PD does.
- Casey commented that tax dollars already pay for baseline services. Jon is dealing with a very tough budget and he had to set a tone for other departments during the meeting. Casey has a regularly scheduled quarterly meeting with Jon Jennings next month. It will be a good check-in.
- Casey asked whether the Board is comfortable putting forth the Growth recommendations this month or waiting until next month.
- Kim reminded the Board that this is a multi-stage process and the first person to talk with was Jon Jennings. Next come meetings with City Councilors, then the April 10th meeting for prospective property owners, and finally the April 12th Property Owner meeting.
- Item #4 on the recommendation letter: the letter is asking for Board approval of the new map with expansion. In the current 5-year Strategic Plan, expanding the district to include Bayside and/or India St was a suggestion. A study decided that was not feasible. Should it be removed from the Strategic Plan, judging by how this expansion goes? Peter suggests keeping this information within the Board and removing Item 4 from the recommendation letter.

Penny St. Louis made a motion that the Board approves expansion of the district as presented and approves the Growth Committee or PD representatives to approach City Councilors and potential expansion area property owners, with the intent to present the expansion plan to City Council. Additionally, item #4 of the Growth recommendation letter will be removed. Seconded by David Packard. The vote was unanimous.

Minute 6. Other business:

- **Executive Director's update:** Casey has reworked her report and eliminated committee reports due to the thorough meeting coverage by committee chairs at the Board meeting. Her new quarterly report will focus on advocacy issues, programs and events. She welcomes feedback.

A. Advocacy:

- Parking & Transportation Multi-modal Marketing Campaign: There has been a first meeting with The Brand Collective, the chosen marketing firm. Focus groups will be meeting to give feedback to The Brand Collective.
- Sound: The Health & Human Services committee is looking at possible changes to current sound ordinances. Sound was not highlighted in the public meeting notice so there were very few attendees but lots of City staff were present.
- Panhandling: Casey hopes to concentrate on as FY18 closes. The Clean & Safe Committee might review the recommendation letter again to give PD staff some direction.

B. Programs:

- Pandora LaCasse will present to the Clean & Safe Committee in April

- Graffiti removal – FY19 contract is signed and Learning Works is ready to start as soon as the weather warms up
- Cadet – police are recruiting for the season

C. Events:

- Police Awards Breakfast, Downtown Worker Appreciation Day and Summer Kickoff Weekend. Casey distributed a list of upcoming events, inviting Board members to any and all (attached):
 - The Proposed Property Owner Meeting is on April 10th at 5:30pm at Maine Historical Society
 - The Annual Property Owners meeting is on Thursday April 12th at 4:30pm at the Regency, with a special Board meeting at 3:00
 - Annual Volunteer & Sponsor Appreciation Celebration on Thursday April 26th - new annual event, this year will be at the Custom House
 - Downtown Worker Appreciation Day May 3rd – we have added an afternoon segment for restaurant workers at the PD office
- Kim mentioned that Ken will resign from the Board to focus on his new business, opening 4/20/18. Trish will assume the Vice Chair position. Kim and the Board thanked Ken for his support and enthusiasm.

There being no further business to come before the Board, Kim adjourned the meeting at 10:35.

Respectfully submitted,
Taffy Eaton, Recorder