



Executive Committee Meeting Minutes

January 11, 2018
8:00 AM

Portland Downtown
549 Congress Street, Portland, Maine

Present: Ken Cianchette, Suzie Rephan, Erik Urbanek, Denine Leeman, Trish McLellan

Absent with notice: Kim Volk, Penny St. Louis

Staff: Taffy Eaton

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

Minute 2. Motion to accept:

- November 9, 2017 Committee minutes: On a motion made by Trish McLellan, seconded by Denine Leeman and unanimously adopted
it was

RESOLVED: That the minutes of the Executive Committee Meeting of November 9, 2017 be and hereby are accepted to be moved to the Board for acknowledgement.

- December Treasurer's update - Erik
Erik reviewed the December 2017 summary report. On a motion made by Denine Leeman, seconded by Suzie Rephan and unanimously adopted following a discussion in which the following points were raised:
 - Income:
 - Light up Your Holidays is wrapping up and is tracking \$9,284 over budget YTD
 - Expense:
 - Programs are over budget due to the Cadet expense. It will increase in this direction before the end of the fiscal year
 - Marketing is still under budget but will catch up next month once all the invoices have been received
 - Trish asked about "Park & Shop Green Tickets Sold" – Denine explained that the balance in the Park & Shop account was never moved on recommendation from the accountant. We will find out the date of the liability and the suggested write off date.

it was

RESOLVED: That the financial reports for the month of December 2017 be and hereby are accepted as proposed to the Board.

Minute 3. Committee reports: On a motion made by Suzie Rephan, seconded by Denine Leeman and unanimously adopted, the meeting minutes are moved to the Board meeting for acknowledgement, following a discussion in which the following recaps were given:

- Merchant Meeting: Suzie said the December meeting was mostly about Merry Madness, with safe pouring instruction offered by National Distributors. The January meeting was cancelled due to snow.
 1. Suzie will nominate Tom Largay for the Retail Representative opening
 2. Marie Stewart Harmon has also been mentioned as a possible nominee
- Old Port Festival Ad hoc: Erik's introduction of the Old Port Festival Ad hoc Committee draft recommendations is under Other Business below
- Clean and Safe: Denine mentioned that Ken Cianchette has stepped down as committee Chair and Denine has stepped in. Sue-Ellen McClain has been asked to be co-chair. The committee is going through the Supplemental Services Agreement (SSA) to come up with benchmarks, to be sure Portland Downtown is getting all the services we need from the Public Works staff and perhaps remove items we may not want or need anymore. A committee goal is to double the number of trash cans downtown with sponsorships from Property Owners. Denine will ask the Board if they have any suggestions of what they would like to see in the SSA.

Minute 4. Other committee reports:

- Legal Affairs Committee: Trish McLellan
 1. 2018 election process (RFP for oversight): the committee agreed to send the RFP to 3 accounting firms. Funds to hire an accounting firm for election oversight are not in the FY17/18 budget. It will be an expensive unbudgeted item and the committee is looking for approval from the Executive Committee. 2017 ballot counting was done pro-bono by Albin Randall & Bennett. Because we have had concerns surrounding ballot counting in the past, this is a necessary step.
 - The Executive Committee decided to review the RFP at the January 18th Board meeting
 2. Changing committee name to Governance and the role of a Governance Committee: the committee is recommending the name change. The description of the role of a Governance Committee is in the meeting packet and attached. It speaks more to the role this committee plays for Portland Downtown.
 - An edited description of the role of a Governance Committee will be included in the Board packet
 3. Annual Property Owners meeting – possible February dates: the meeting would enable the Board to talk to Property Owners about positions opening on the Board prior to elections.

Minute 5. Other business

- Old Port Festival Ad hoc Committee draft recommendations: Erik introduced the recommendation letter for 2018 short-term goals and immediate changes (attached). Discontinuing the kiddie carnival rides, being more strategic in vendor placement and implementing themed areas are a few of the recommendations. The vendor application process will open in February. We will ask for photos of their booth and/or products, gathering a little more information on each vendor. Longer term changes are also being considered by the committee. Erik asked Adam to send 2017 vendor revenue information to Suzie, Trish and Erik.
The general feeling of the committee is the carnival atmosphere doesn't fit with Portland
 - Suzie wants to encourage in-district merchants to be involved with OPF on some level, rather than not opening. Think creatively, offer a coupon to bring people back another day, showcase a local product vendor, sell water outside, offer their table to a non-profit to sell something. They don't need to open their store.
 - Item 6 – fee reduction to \$0.00 – have merchants register early (with a deadline) or they lose their right to the space in front of their store
 - If the Board approves the fee reduction, Suzie will announce it at the February Merchant meeting. Suzie will strongly encourage merchants to participate.
 - Suzie thinks this fee reduction will make retailers happy and will give them ideas
 - Even if we lose artists to the increased vendor fee, revenue will remain the same
 - The committee will not make a big announcement, rather changes will be made quietly. We will have wording ready to describe the changes.
 - Food suggestions:
 - Have Elevation Burger, B Good or DuckFat sell french fries instead of a carnival fry vendor.
 - We will be more selective with vendors and will not have several sausage vendors
 - The committee will get a list of food vendors from the Common Ground Fair and Yarmouth Clam Festival
 - Big fee changes are not proposed this year, only raising the artists and crafters fee to \$150.00

Denine Leeman made a motion to move Old Port Festival Ad hoc Committee draft recommendations to the Board for discussion. Trish McLellan seconded the motion and the vote was unanimous. Erik will put together a summary of the projected financial impact of the recommendation for next week's Board meeting.

- New Board appointment: Kim will discuss her appointment of Megan Doane at the Board meeting
- Growth Committee update:
 - Ken said the City Assessor Chris Huff explained that an expansion would need to be in place by 4/1/18. The committee will hold off on expansion until they feel they are ready.
 - Revaluations will go into effect by FY20/21
 - The committee will stay on track to complete the recommendation letter for the Boards' review within next few months
 - The Mil rate of \$0.92 has been standard since 2007, but it not a reflection of Portland Downtown's needs. The committee has discovered that PD can adjust the mil rate as needed. The Board can tell Chris Huff how much money we need for our programs and he will determine what the mil rate will be. The Executive Committee agrees that the mil rate change should take place now, before revaluation and expansion.
- Trish would like to see the current budget on a pie/bar chart for the Property Owner meeting. The visual would be good.

Ken adjourned the meeting at 9:10am.

Respectfully submitted,
Taffy Eaton, Recorder.