



## Executive Committee Meeting Minutes

February 13, 2018  
8:00 AM

Portland Downtown  
549 Congress Street, Portland, Maine

**Present:** Kim Volk, Ken Cianchette, Suzie Rephan, Erik Urbanek, Denine Leeman, Trish McLellan, Megan Doane

**Absent with notice:** Penny St. Louis

**Staff:** Casey Gilbert, Taffy Eaton

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

### **Minute 2. Motion to accept:**

- **January 11, 2018 Committee minutes:** On a motion made by Suzie Rephan, seconded by Denine Leeman and unanimously adopted following a discussion in which the following points were raised:
  - Legal Affairs section: Trish will provide notes to Taffy as noted in Minute 3. Minute 4, first bullet: change “accusations” to “concerns”.
  - Taffy printed the 1/10/18 Growth Committee minutes that were not included in the packet and those present reviewed them
  - Minute 5, Other business, under Growth Committee update: Chris Huff, the City Tax Assessor first explained that the expansion would need to be approved by 4/1/18 but later emailed to say it could begin whenever it is implemented.

it was

**RESOLVED:** That the minutes of the Executive Committee Meeting of January 11, 2018 be and hereby are accepted to be moved to the Board for acknowledgement.

- **January 2018 Treasurer's update - Erik**

Erik reviewed the January 2018 summary report. On a motion made by Denine Leeman, seconded by Trish McLellan and unanimously adopted following a discussion in which the following points were raised:

  - We are tracking \$3728.23 over budget
  - **Income:** The City administrative and postage fees for the assessment billing equals the \$3,558.31 under budget amount. It has never been a line item in our budget. This committee would like to discuss this with Brendan O’Connell, Finance Director.
    - Actions: Casey will get information from Brendan and will set up a meeting with Brendan, Trish and Kim.
    - Kim requested an adjustment and clarification on this item in next months’ report
  - **Expense:**
    - PD is contracting with Marshall Marketing again for data collection – Amy Geren uses data in grant applications
    - Summer Kickoff Weekend – this was an Old Port Festival vendor fee refund

- Trish asked whether we will discuss the Park & Shop revenue. Kim explained that per the accountant, when we realize the expense, we will realize the income. Casey confirmed that we will look to the Parking & Transportation Committee for how revenue will be spent.

it was

**RESOLVED:** That the financial reports for the month of January 2018 be and hereby are accepted as proposed to the Board.

**Minute 3. Committee reports:** Following a discussion in which the following recaps were given, a motion was made, duly seconded and unanimously adopted to move the meeting minutes to the Board meeting for acknowledgement:

- **Old Port Festival Ad hoc:** The committee reviewed the recent Community survey at the February meeting. It had a more positive tone than the survey sent to downtown stakeholders. The answers support the changes being made to the 2018 festival. Adam cast a wide net with the distribution of the community survey and over 300 responses were received. Adam will look further into the survey for insights. Staff will be implementing the committees' recommended changes. Trish found it surprising but positive that respondents said they visit the bars and restaurants on the day of the event.
- **Clean & Safe:** Denine commented that the committee has finished reviewing the Supplemental Services Agreement (SSA) contract.
  - The January Public Works meeting was rescheduled due to snow, so Denine was unable to ask the questions that she had for Chris Branch, Marc Spiller and Tommy Higgins about the SSA. Essentially, can the downtown crew engage in activities that are not specifically outlined in the SSA? For example, if we had a special beautification project that we wanted to undertake, what would that look like? It's difficult because we have such a good relationship currently, we don't want to be too restrictive. The committee voted to approve the SSA with no additional changes for FY19. Megan added that the committee likes the flexibility the contract gives Amy to work with the data and discover where improvements and efficiencies can be found. The 5<sup>th</sup> staff person issue was discussed and will be brought up with Chris Branch at the next Public Services meeting. We are hoping to get someone from Code Enforcement/Permitting & Inspections to be a guest speaker at a monthly committee meeting.
- **NLOC:** no report
- **Legal Affairs:** Trish sent a draft election RFP to Albin, Randall and Bennett for feedback on estimate pricing.
  - Property Owners meeting: Trish thought the meeting was to help find candidates vs to meet candidates
  - This committee is editing the banking RFP. Trish, Kim and Casey will follow-up on details regarding both the property owner meeting and the banking RFP.
- **Street Art Vendor:** Suzie explained that this committee is on hold until summer. Casey spoke to Councilor Belinda Ray who wants to walk the district when the vendors are present. Leadership from the City is needed to move any possible changes forward. Jon Jennings, Belinda and merchant interest will help bolster the effectiveness of the committee.
- **Parking & Transportation:** Kim said there were two January meetings. A Transportation Management Association (TMA) discussion took place. Reps from Greater Portland Council of Governments (GPCOG) and METRO both contributed positively to the conversation. Casey informed those present that the selection committee has chosen the marketing firm to conduct the Multi-modal Marketing campaign. They will start meeting with stakeholders in the coming weeks/months and the plan is aiming to be rolled out this summer.

**Minute 4. Growth AD Hoc Committee recommendations and FY19 budget:** Kim mentioned that the proposed budget promotes beautification, the clean and safe programs of PD and also the building of a contingency fund. The mil rate has remained flat despite growth and PD has had to report losses in three of the past seven years in our 990 reports. All we currently have is a \$45,000 CD for a contingency fund. It is up to the Board to determine the amount of savings this organization needs.

Motion: Denine Leeman made a motion to move this draft recommendation to the Board for review and feedback. Erik Urbaneck seconded the motion and the vote was unanimous. Discussion:

- Denine has concerns with a 22% increase to assessment income. Kim added that the assessment income has not kept up with costs.
- Casey added that the mil rate will go to roughly between \$1.05-\$1.11 with this budget. The mil rate is currently \$0.92.

- Expanding the district – how does that work? Casey explained that PD has had 2 expansions in the past so it's something PD has done before. Denine is concerned about the process of revising the map. Amy found we have to have two readings before City Council.
- Most expansion areas already receive PD services but we need to make sure we understand which areas need service expansion. Casey added that the SSA increase is included in the proposed budget.
- Casey told the committee that other Downtown Improvement Districts successfully approach tax-exempt properties for a donation of money or services. There are a substantial number of tax-exempt properties in the district, but PD has not yet considered how we might approach this as a strategy to increase revenues or create partnerships that might provide additional in-kind services in-lieu of a tax (for those properties that are tax-exempt). Exempt properties still receive the full benefit of PD's programs, services, and events.
- Ken added that if expansion is delayed, then we don't need to add new Supplemental Services to the budget until it is approved.
- Casey concluded that the discussion can be continued in March if the Board is hesitant to vote this month
- The expansion adds \$68 million in taxable property valuation. FY18 district taxable value is \$831M.

#### **Minute 6. Other business**

- Permitting & Inspections Department changes: Denine wanted property owners to be aware that the City Council requires enforcement of unpaid personal property taxes by tenants, putting liens on whole buildings, not just individual spaces. Denine is writing to the council, Mayor Strimling and Jon Jennings stating that the ordinance is unfair "collective punishment".

Kim adjourned the meeting at 9:05am.

Respectfully submitted,  
Taffy Eaton, Recorder.