

Portland Downtown Board of Directors
Board Meeting minutes

July 19, 2018
549 Congress St



Present: Kim Volk, Trish McLellan, David Davis, Megan Doane, Mike Erickson, Kim Farrar, Bob Keegan, Tom Largay, Denine Leeman, Sarah Martin, Sue-Ellen McClain, Mike McDonald, Greg Mitchell, David Packard, Penny St. Louis, Peter Tousignant, Erik Urbanek

Absent with notice: Karen Coffin

Staff: Casey Gilbert, Taffy Eaton

Minute 1. Kim called the meeting to order, welcomed everyone present and asked for introductions

Minute 2. Motion to accept:

- A. **June 21, 2018 Board meeting minutes:** On a motion made by Peter Tousignant, seconded by Trish McLellan and unanimously adopted,

it was

RESOLVED: That the minutes of the Board Meeting of June 21, 2018 be and hereby are accepted as proposed.

- B. **June 2018 Treasurer's report & FYE review:** Erik reviewed the attached summary report. On a motion made by Denine Leeman, seconded by Sarah Martin and unanimously adopted following discussion,

- We are tracking \$27,818.41 over budget year-to-date
- Denine asked about whether there's a requirement to fund the deficit so we don't have cash flow issues. Is a Board vote needed? Trish said there is no such requirement in the Bylaws. Casey said she is mindful of cash flow and we are getting by for now. Kim reminded those present that Portland Downtown has a \$45,000 CD for emergency expenses. The Board has been charged with funding a reserve in its annual budget.
- Penny St. Louis asked whether the \$6,000 administrative assessment reduction that was a result of the Council vote is reflected in the budget. Casey will have to make adjustments for that reduction, as well as an additional reduction that was brought to her attention by the City's Finance Director. Once those adjustments have been made, Casey will present the updated budget to the Executive Committee and Board for consideration. Kim responded that PD's monthly payments from the City are reduced at the beginning of the year by the Finance Department, based on estimated expenses, such as uncollected DID tax, postage and administrative fees. The newly established Finance Committee of Portland Downtown should address this issue. Casey said Portland Downtown did not know about this additional \$18k reduction from the City. PD might request to have the gross DID tax paid up front, then be invoiced by the City at year-end.
 - Penny would like to see this added as a line item expense going forward
 - Make a motion that we request a detailed invoice from the City for last 5 years of expenses billed to PD. Details of charges incurred by the City, plus a list of properties lien for failure

to pay PD assessment tax and postage costs. Penny is uncomfortable paying an estimated amount and not having an accounting of it and would like a Board vote.

- Casey updated the Board on her discussions with Jon Jennings and Brendan O'Connell. She will address line item changes for FY20 which will make the process more predictable and transparent. She will work with the Finance Department. There is a line item for DID postage expense in the FY19 budget. It would be difficult to change this process midstream, so this discussion should involve FY20. The City needs to provide details of expenses.
- Kim confirmed that PD has reached out to Brendan for a 5-year accounting of the City's expenses and DID tax collections as it relates to PD's Master agreement with the City.
- Casey reviewed July payments over the past several years, as any end-of-year adjustments made by the City would have been reflected in that month's payment to PD. According to Quickbooks records, it has not differed from the other payments received in subsequent months, indicating that the City has not been making annual adjustments as they claim.
- Megan asked whether we do an audit and are there grants we are unable to apply for because we don't do an audit? Kim confirmed that we do not do an annual audit and it has not been an issue thus far. Being a 501c4, we are a low priority to grant writers. However, it was suggested by Councilor Duson that we conduct an audit approximately every 3 years.
- PD has changed accounting firms within the last several years, which saved us money and we are happy with the new vendor.

Penny St. Louis made a motion that PD request a detailed invoice from the City for the last 5 years' expenses billed to Portland Downtown. Details should include postage and other charges incurred by the City, plus a list of properties liened due to failure to pay PD assessment tax and the cost of the liens. Kim Volk seconded the motion and the vote was unanimous.

it was

RESOLVED: that the June financial statements, Treasurer's report and FYE review be and hereby are accepted as presented.

Minute 3. Committee reports:

After a motion was made, duly seconded and unanimously acknowledged,
it was

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

- Growth Ad hoc (6/6 and 6/20/18) – will report on in August
- Merchant Meeting (6/7/18): Tom reported that there were fewer attendees at the July meeting, there are fewer issues in the Old Port this year according to the police department, and merchants are having a strong summer. This year's OPF was the best OPF his stores have had. The more local focus worked well. Sarah added that some of the restaurant and bar owners would like to see the number of stages restored. Note: Dispatch went out of business, so they discontinued their stage on Fore Street and Portland Radio Group reduced their number of stages from three to two.
- Clean & Safe (6/14/18): Denine reported that all management positions in the Public Works office are filled and they are keeping us updated on Capital Improvement Projects. They are delaying some sidewalk work until the Fall, but painting and striping are taking place.
 - Denine reported that the Personal Property tax issue has been handled at City level and passed by City Council

- The SSA review will be at a special meeting to look line by line, discuss what we want to do and what the best way is to advocate for it. The City's administration fees will be added to the agreement.
- Expansion area work is going well. Co-Chairs, Casey, and Public Works staff did a walk through and are working on sidewalk encroachment issues. Residents should notice immediate changes. The PW team has been great to get right on this work.
- Penny asked whether the City could add signage at work zones stating "Brought to you by PD". Casey said she has tried in the past to find a way to better recognize that Portland Downtown is responsible for funding the Downtown Public Works Team – either through uniforms with our logo or adding the logo to the vehicles used to provide supplemental services to downtown, but the suggestions have not been well-received by the City. Amy tracks the PW's team hours. Perhaps we could put a sign near where the PW team is working and have Adam take a photo for social media. Erik added that we need to do better self-promotion for this FY.
- Casey added that the monthly meetings with the PD Executive Director and the Public Works department heads are required by the Master Agreement and are open to any Board member. Casey feels very strongly that the PD public works downtown team needs to be recognized better. It looks like the City is doing the work. Casey asked the PW team to inform her when they are working on projects so Adam can take photos.
- Penny doesn't want to lose sight that we have publicly announced that we will need to hire an additional PW staff person. Casey assured the Board that this issue will be followed closely.
- Night Life Oversight (NLOC) (6/19/18): Sarah said the annual Summer Safety meeting was not attended by as many bar staff as we would like, but it was a good meeting. It will be scheduled earlier in 2019. The meeting covers current issues such as sexual harassment, substance use disorder, gender bias, and how to get training for staff. The Paid sick time meeting with Belinda Ray will be scheduled for August and an invitation will be sent via email to NLOC and Merchant Committee lists. The location will be decided once RSVP's start coming in. The Board will be notified of meeting, and Casey will invite Quincy Hentzel from the Portland Regional Chamber of Commerce. The Neighborhood Prosecutor, Rich Bianculli will attend the August 21st NLOC meeting to address the graffiti issue. Bar owners seem fine with the new sound ordinance.
- Public Works (6/20/18): covered above
- Parking & Transportation (6/27/18): Peter said the committee is ready to bring the letter of recommendations to the Board based on the Fort Hill Parking Study – the memo is in the packet. The committee thinks a Transportation Management Authority is a good idea and PD should have a seat at the table. The letter was thoughtfully written and boiled down to the important work. Peter made a motion to submit the memo to the City's Transportation & Sustainability Committee. Denine Leeman seconded the motion and the vote was unanimous. Kim thanked Peter for spearheading this effort. Additionally:
 - a) We have \$28,000 in Transportation Initiatives funds. Peter doesn't think it needs to be spent immediately. Perhaps reallocating funds to operating could be necessary. Denine explained that the revenue comes from unused Park & Shop stamps and needs to be spent on transportation.
 - b) Sarah suggested a new parking sign design due to sign pollution. Sarah would like the 8-day limit parking at Angelo's Acres changed. It seems to be filled with out-of-state plates, so parking is not available for locals. Peter suggested looking into the reason for the lot.

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

- Distributed the welcome postcard sent to the expansion area property owners
- Distributed her summary of Board member feedback (attached). The feedback was very valuable.
- Distributed a suggested schedule of Board education topics

Minute 5. Board education: Casey

- The current 2015-2020 Strategic Plan initiative areas are Vitality, Experience, Growth and Advocacy (VEGA). Casey read the mission: Portland Downtown is in the business of maintaining a clean and safe downtown while building and promoting a vibrant business, residential and tourism destination, essentially "Keep downtown clean, safe and vibrant". We need to start work on our next strategic plan soon. Do we want to keep these four themes in our next plan? What might we want the strategic planning process to look like? Who should be involved?
- Vitality and experience accomplishments (attached): we extended the Cadet season, created the Downtown Experience Liaison position, the Panhandling AD hoc Committees' work is complete, and the Peer Outreach Worker program is in place. A marketing plan is in place and the website is robust. Snow removal procedures are in good shape. We have achieved the bulk of our initiatives in 3 years and this Board should be proud. We received some grant money and will continue to apply for more.
- Other notes of interest:
 - Lighting is still an area of opportunity, landscaping & planting could be revisited, and the health of downtown businesses could be addressed through data collection (ie. a survey or focus groups). Housing and zoning issues needs to be addressed.
 - Should PD tackle public restrooms or should Visit Portland advocate for this?
 - Perhaps PD Board members could attend a City Council committee rather than two PD committees?

Casey thanked everyone for their feedback at the one-on-one meetings. Please let her know how staff can better support Board members.

Minute 6. Other business

- Committee Chair and Co-chair assignments will be designated at the August Board meeting. Kim suggested Board members try and attend each committee once, so they can get an idea of how each committee operates.
- Kim told the Board that Trish McLellan will be resigning and moving out-of-state. Trish suggested Dawn Shockley at Portland Properties fill her position. Dawn would like to serve on the Board. Peter Tousignant made a motion to ask Dawn Shockley fill Trish's position until the next regularly scheduled election. David Packard seconded the motion and the vote was unanimous. Trish will continue to work on the OPF Ad hoc Committee and will still be on the Governance Committee, which needs a new Chairperson, until she moves.

A motion to move for adjournment was made and Kim adjourned the meeting at 10:35

Respectfully submitted,
Taffy Eaton, Recorder