



## Executive Committee Meeting Minutes

July 11, 2019  
8:00 – 9:00AM

Portland Downtown  
549 Congress Street, Portland, Maine

**Committee members present:** Kim Volk, David Packard, Denine Leeman

**Others present:** Dawn Homa, Sue-Ellen McClain, Megan Doane

**Staff:** Casey Gilbert, Taffy Eaton

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

### Minute 2. Motion to accept:

- A. June 13, 2019 meeting minutes: On a motion made by David Packard, seconded by Denine Leeman and unanimously adopted following discussion in which the following points were raised:
- Casey said we received our directory contribution from the Portland Press Herald. She will meet with Courtney to negotiate the FY20 contract.
  - There are two \$500 sponsorship checks outstanding. Taffy will follow-up with MaineHealth and Verrill Dana.
  - It will take at least another month to finalize FY19, as there are typically lagging expenses due to timing of the credit card statement and other invoicing
  - We should be able to put about \$20,000 in the Reserve Fund this year, which was a budgeted item. This is the first time in many years that the organization has been able to add to the reserve fund.
    - Kim Volk would like to understand why we show income at year-end. Casey creates net zero budgets but sometimes sponsorships add revenue above and beyond what is budgeted.
    - Kim Volk asked Casey about the Events year-over-year report, especially for OPF. Casey will provide the report to the Board in September.

it was

**RESOLVED:** That the minutes of the June 13, 2019 meeting be and hereby are moved to the Board for acknowledgement.

- B. June 2019 Treasurer's update: Denine Leeman presented her report. On a motion made by David Packard, seconded by Denine Leeman and unanimously adopted following a discussion in which the following points were raised:
- A meeting to finalize adjustments for the 990 will be scheduled and Casey and Denine will work with Mary Eshelman and Tabitha Swanson to complete the report, which is to be filed by November 15th
  - \$18,000 is the balance available for Parking & Transportation initiatives
  - The Walking Tour Brochures expense will be re-classed to General Marketing
  - The excess funds in the Park & Shop checking will be moved to a CD, which will add to the reserves
  - Denine will have a written report for the Board meeting next week
  - Denine has begun an Operations Manual (internal controls, election process, month end, roles of staff, bookkeeper, accountant). The goal is to have a manual available for future staff and Boards.

- Denine will bring a draft to the Governance Committee first, then to the Board once it is ready
- Casey added that the state legislation has been signed into law. Jim Cohen said we need to wait 90 days then go to City Council for approval of an extension.
  - What do we want to ask City Council for? Renewal of 30-year term? Or a shorter time horizon: 10 or 20 years? Casey suggested it would be prudent to wait until after the elections in November. We have until 2022 so there is no urgency. The Growth Ad hoc Committee brought this DID expiration issue to light.

it was

**RESOLVED:** That the financial reports for the month of June 2019 be and hereby are moved to the Board for acknowledgement

### **Minute 3. Updates from Executive Director Casey Gilbert:**

- Casey is looking forward to working with the Marketing & Events Committee on Summer Kickoff Weekend 2020
- The Tree Lighting will be re-envisioned
- New Board member onboarding
  - Onboarding Neil Reiter and Sara Brown on Friday July 13<sup>th</sup>. Will meet with Krista Cole early next week. The Retail position was a 3-way tie, decided by a coin toss at Albin, Randall & Bennett.
  - All new board members will be at the Board meeting next week
  - Casey will have a draft of Committee assignments at the Board meeting. She is trying to be mindful of people already serving on the Strategic Planning Ad-hoc Committee and not over-assigning people.
  - Casey will work with Adam and Sue-Ellen on a draft press release to announce the incoming Board members
  - The Strategic Planning committee will be involving the whole Board in the process once the surveys and focus groups are developed. Dawn and Doane will provide updates as they are ready.
- There is an International Downtown Association (IDA) conference in Baltimore October 28 – 30. Staff is going and Casey hopes some Board members will attend. The conferences are very informative and would be a good deep-dive opportunity. Cost sharing is a possibility for those who may want to attend.
- Maine Association of Nonprofits (MANP) Board Boot Camp is on November 1<sup>st</sup> in Portland. There are Professional Development funds available to cover registration fees.
- Casey will send a doodle poll to schedule annual 30-minute check-in meetings with Board members. She will assemble a report to present to the Board. This report will highlight challenges and opportunities for the Board.
- The new planters are out and being filled with flowering plants, thanks to a partnership with the City's Parks, Recreation, and Facilities Department
- Sue-Ellen McClain added that the Clean & Safe Committee accomplished their FY19 goals
- There will be a Board Social in September

### **Minute 4. Discuss Board agenda for next week, July 18<sup>th</sup>**

- Welcome new Board members

### **Minute 5. Other business:**

- Dawn Homa said the Strategic Planning Committee meets tomorrow. Megan Doane added that they will communicate with the full Board during the process and Board members will be asked for input. The timeline is realistic.
- Clean & Safe Committee – Sue-Ellen McClain said the City contracts, cadets and planters are all moving forward
- Governance Committee – Kim Volk reported that the Retail position ended in a 3-way tie and was decided by a coin toss as reported above.
  - With regard to future elections: Stakeholder lists can be reviewed prior to sending nomination forms and ballots in a continuing effort to make lists more accurate
  - Officers are voted on in in December and are seated in April so there's time for succession
- The Parking & Transportation Committee has over \$10,000 to commit to the Multi-Modal Marketing Campaign roll-out

- Megan Doane would like to look at renaming the committee. Kim Volk suggested she bring the name-change proposal to the Governance Committee where minor changes to the Bylaws can be made, if needed. Megan would like to refine the committee's mission statement to include "parking" but leave it out of the title of the committee.

The meeting was adjourned at 9:00am.

Respectfully submitted,  
Taffy Eaton, Recorder.