

Portland Downtown Board of Directors

Meeting minutes
August 15, 2019 9:00 – 10:30AM
549 Congress St



Present: Kim Volk, David Packard, Sara Brown, Karen Coffin, Krista Cole, Megan Doane, Mike Erickson, Kim Farrar, Dawn Homa, Bob Keegan, Denine Leeman, Sarah Martin, Sue-Ellen McClain, Dan Mirabile, Neil Reiter, Gillian West

Absent: David Davis

Staff: Casey Gilbert, Taffy Eaton

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

Minute 2. Motion to accept:

A. **July 18, 2019 Board meeting minutes:** On a motion made by Sue-Ellen McClain, seconded by Sarah Martin and unanimously adopted following discussion:

- Kim Farrar requested that on Pg. 1, Minute 2, Treasurers Report, item B, first bullet, the last sentence be completed by adding the word “Board” so it reads “It is prudent to bring the completed 990 to the Board”.

it was

RESOLVED: That the minutes of the Board meeting of July 18, 2019 be and hereby are accepted as proposed.

B. **July 2019 Treasurer’s report:** Denine Leeman distributed and reviewed her July Treasurer’s report.

- The profit and loss and balance sheet distributed reflect only the month of July and we are performing better than budgeted
- Denine, Kim Volk and Casey will meet with the accountant Tabitha Swanson in September or October to finalize the 990, which is due by November 15th, and will report back to the Board
- Finance Committee progress is on the distributed Treasurer’s report also. The Governance Committee meets next week and will look at the first draft of the Policies and Procedures manual.
- Kim Volk asked why we have a deficit at the beginning of the year. Casey explained that some programmatic expenses are paid in July. The income from the supplemental tax revenue is received in equal payments over 12 months and is our main source of revenue. When expenses outstrip our revenues, we experience a deficit for that month.

it was

RESOLVED: That the July 2019 draft financial statements and Treasurer’s report be and hereby are accepted as presented.

Minute 3. Committee reports with brief comments by Committee Chairs. Kim Volk encouraged Board members to read all meeting minutes prior to the monthly Board meeting.

- Executive Committee: Kim Volk said the committee reviewed the FY19 financials in preparation of the 990 submission
- Strategic Planning Ad hoc Committee: Dawn Homa said there have been two meetings this month, in addition to those reported in the Board packet. The committee finalized the survey and will send it to board members to test it. Answers provided will be included as part of the final tally, so please respond to the survey with complete and honest responses. Stakeholder interviews will be conducted by Board members, not PD staff. Casey added that this would be a good opportunity for Board members to interact with stakeholders. Board members will be

instructed on how to conduct the interviews following the September Board meeting. Please let Dawn or Doane know if you are interested in participating in stakeholder interviews.

- Merchant Meeting: Karen Coffin said the Cadets introduced themselves and there were good round table discussions. Casey added that the Shop for A Cause check presentation (\$3,200) to Learning Works took place at Bangor Savings Bank. Channel 8 provided coverage. The September meeting will feature Williams Bandoma, the Business & Government Librarian from Portland Public Library, a Buoy Local program presentation by Max Bangs from Bangor Savings Bank and a METRO Route 8 improvements presentation by Denise Beck. We will schedule an October meeting to talk about Light up Your Holidays and cancel the December meeting. Press Hotel sponsors these meetings and provides breakfast breads and coffee. Karen mentioned that there has been a good police presence downtown this summer, between the bike officers and the cadets.
- Clean & Safe Committee: Sue-Ellen McClain said the committee is putting the final touches on the September 12th Expansion Area Social with property owners at Pleasant Street Park. Casey added that Adam designed the postcard to be sent to Property Owners and all Board members. The committee will set new FY20 goals and will review the Panhandling Advocacy Letter.
- Public Works: Dan Mirabile said that the Lincoln Park sidewalk work is almost complete. Casey said a question came up at the Clean & Safe Committee about how effective the See Click Fix app is. The City is very responsive to the reports and the app are working well.
- Parking & Transportation: Megan said the committee is working on goal setting and will review the Parking Study recommendations to help with goal setting. The Park & Shop funds were not discussed because the funds have been allocated for the multi-modal transportation marketing campaign launch, Pedestrian Wayfinding signage, and bike racks.
- Night Life Oversight Committee: Sarah said they will be holding a class for bar and restaurant staff on ID education at Bull Feeney's. There is a TIPS Course offered by Frank Lyons which costs \$75. A similar class is offered online for \$40. Krista Cole added that an establishment must now provide proof of TIPS certification of all employees when applying for their liquor license renewal.
- Marketing & Events: Casey said Adam talked about his parklet post on social media and the committee discussed the future of the Tree Lighting now that Rick Charrette has retired.

Minute 4. Executive Director's update – Casey Gilbert provided her attached report:

- We are able to meet the FY19 budget reserve, which will be added to PD's CD.
- We bid farewell to Old Port Festival and had Legislation passed in Augusta to provide local control of the duration of development districts
- The new Strategic Plan is on the horizon and is very exciting
- Casey thanked the Board members who have scheduled check-ins with her. She will report her findings (unanimously) back to the Board in September. She noted that it is important to build relationships outside of the Board room.
- Casey will schedule a September board social at Tiqa
- The roll-out of the Multi-Modal Marketing Campaign and Strategic Plan focus groups will take place in September
- Committee assignments: Casey requested everyone give the draft list a final review so we can get people on the correct email lists. If you Chair or Co-chair a committee, goal setting is crucial and should be tied to the Strategic Plan which is in the Board Resources section of the website. Kim Volk added that it will be finalized at the October meeting.
- New Board member onboarding went well. Casey asked Board members to let her know about areas of interest so she can schedule Board education for the fiscal year. Adam MacDonald and Amy Geren will present at the October and November board meetings.
- There will be a kick-off party in Monument Square on September 24th for the Multi-Modal Marketing Campaign. There will be a 'transportation fair' and a press conference at 9:00am.

- Light up Your Holidays is around the corner! The Board will be hearing more in the coming months about sponsorship and volunteer opportunities.
- Hot topics at City Hall: Casey mentioned two recent hot topics: the Commercial Street Master Plan and Retail Marijuana. What issues do board members want to keep apprised of? Kim Farrar appreciates the updates Casey sends. Kim V added that the PD Board has been actively working on the best way for the Executive Director to help keep the board informed. Casey reminded everyone that PD does not always take advocacy positions on every issue, but does try to keep stakeholders informed.
 - Sarah Martin asked whether Portland Opportunity Crew is still operational – yes. Casey will follow-up about the program and report back.
- Casey thanked everyone for their involvement and the time they give to PD. Please let her know if she can offer support to anyone.
- Denine Leeman mentioned a program opportunity that the Chamber is offering for property owners to offer feedback on the development and renovation process. Casey had sent the Board invitations to the meeting at the Chamber and suggested the Clean & Safe Committee might follow up with this. There is new City staff invested in making processes more efficient.

Kim Volk adjourned the meeting at 9:40AM.

Respectfully submitted,
Taffy Eaton, Recorder