

Portland Downtown Board of Directors

Meeting minutes
September 19, 2019 9:00 – 10:30AM
549 Congress St



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

Absent: Neil Reiter

Staff: Casey Gilbert, Taffy Eaton

Minute 1. Kim Volk called the meeting to order, welcomed everyone and asked everyone to share a positive experience they had at a PD meeting or downtown this month. Each board member recalled a positive moment or experience. Some examples: the Expansion Area Property Owner meeting in Pleasant Street Park, the strategic planning process, and the Merchant Committee which has been well attended and has had an interactive vibe.

Minute 2. Motion to accept:

- A. **August 15, 2019 Board meeting minutes:** On a motion made by Sarah Martin, seconded by Sue-Ellen McClain and unanimously adopted following discussion:
- Kim Volk requested that Board members be added to future Google calendar invitations and events, such as the Expansion Area Property Owners' event. Having it on the Google calendar makes it easier to remember. Taffy will be sure to do so for future events.
 - Kim asked Denine how the meetings went at the Chamber, which were organized by the City of Portland's Planning Department to gather feedback on the permitting process, including construction and renovation. Denine indicated that they were well attended and productive meetings.

it was

RESOLVED: That the minutes of the Board meeting of August 15, 2019 be and hereby are accepted as proposed.

- B. **August 2019 Treasurer's report:** Denine Leeman distributed and reviewed her attached August Treasurer's report. Denine will try and send this summary prior to the meeting in the future. On a motion made by Megan Doane, seconded by Kim Farrar and unanimously adopted following discussion:
- There is a slight deficit 2 months into the fiscal year due to timing of payroll, as well as payments for PD programs, such as the cadet program and the Visitor Information Booth partnership with Visit Portland
 - An adjustment for August payroll needs to be done for the 990's to reflect staff bonuses paid for Q4 of FY19
 - The one-month YTD Budget to Actual is the report Denine focuses on when she creates the summary memo
 - Feel free to get in touch with Denine with questions
 - Denine is working on the Policies & Procedures manual
 - Denine welcomes feedback on the draft and will present drafts to the relevant committees, then to the Board for approval
 - Kim Volk asked about legal requirements – those will be included in the manual as well
 - Casey thanked the Board for meeting the reserve this year. The Finance Committee will create a policy for the Reserve Fund so that we know when it has reached a level to satisfy the policy (ie. three months' operating).

it was

RESOLVED: That the August 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.

- Executive Committee: Christopher Smith with Verrill Law attended the September meeting to discuss the draft memo. The Executive Committee will provide the Board with the 990 and the adjusted financials.
- Strategic Planning Ad hoc Committee: There will be a training today for Board members who will be conducting the one-on-one interviews. An internal survey will also be created to inform internal operations and organizational capacity as part of the strategic planning process. Once finalized, it will be emailed to the Board to complete. We have received nearly 600 survey responses already for the external survey.
- Clean & Safe Committee: Kim Volk asked whether the crime stats reports are a new item that is being reported at committees. Casey said this report is in response to a request from the NLOC committee, but that the data is also reported at the Clean & Safe Committee. Portland has relatively low crime, compared to like-size cities. Kim would appreciate the reports scanned in color for the Board packet when possible. Sue-Ellen McClain mentioned that items from the panhandling advocacy letter will be incorporated in the FY20 goals.
- Governance Committee: Kim Farrar said the committee is focusing on internal policies for FY20 goals. They will bring the policies to the Board for consideration and a vote.
 - Portland Downtown will no longer claim Lively Arts 501(c)3 as part of our purview. It has a very specific purpose, which is more well-suited for an organization such as Creative Portland. Starting a new 501(c)3 foundation connected to PD's 501(c)4 would be more beneficial than reworking the mission of Lively Arts. The vote will be sent to Executive Committee in October.
- Public Works: Dan Mirabile said that all major sidewalk work is complete. Shepley and Oak Street gas work will be done in October and paving will be in Spring 2020. Handicap ramp replacements are also complete.
- Parking & Transportation: Megan Doane said the committee meets next week. The Drive Less, Do More launch party is on September 24th in Monument Square from 8-10AM. The committee will review the FY20 goals.
- Merchant Committee: Karen Coffin said an October meeting will be added in order to have enough time to prepare for the Light up Your Holiday events.

Minute 4. Executive Director's update – Casey Gilbert:

- **Light Up Your Holiday (LUYH) financial trends** – Casey displayed her attached report.
 - LUYH income is mainly from sponsorships and Merry Madness ticket sales
 - Casey provided an overview of Tree Lighting and Merry Madness events, which provide the most income for the LUYH suite of events
 - With net revenues in the positive - our events now supplement our budget rather than the events having to be supplemented by the DID tax revenues, as they were in the past.
 - Staff and volunteer time is not factored into the bottom line of the events
 - Income should remain strong, as long as we are able to maintain our relationships with our sponsors and provide them value
 - The Board applauded the PD team for the improvement in event revenue. Casey said rebranding, new staff, a strong Board and PD's positive standing in the community all added to it.
- Drive Less, Do More:
 - Casey said that the Drive Less, Do More and other campaigns do take time to come to fruition. Drive Less, Do More came from the Parking & Transportation Committee's advocacy letter to the City.
- **Board member check-ins**: Casey will send of the complete report to Board members and reviewed the attached summary page. Casey thanked everyone for participating.

Minute 5. Other business

- Drive Less, Do More launch party 9/24, 8-10AM in Monument Square
- Board Social at Tiqa 9/25, 4:30pm

- Dress run of Clean House at Portland Stage 7:30pm Sunday night

Kim Volk adjourned the meeting at 10:00AM.

Respectfully submitted,
Taffy Eaton, Recorder