

**DOWNTOWN BANGOR PARTNERSHIP
BOARD OF DIRECTORS
Tuesday, September 9, 2014 8:30 a.m.
City Hall**

AGENDA

CALL TO ORDER

WELCOME & INTRODUCTIONS

CONSENT AGENDA

1. Approval of Previous Meeting Minutes
2. Financial Report

DISCUSSION ITEMS

1. Introduction of New Board Members (Stephen)
2. Explanation of Increase in Special Assessment (Caitlin)
3. West Market Square Update (Caitlin)
4. Committee Membership (Stephen)
5. Networking and Outreach Update (Gibran)
6. Events Committee Update (Caitlin)
7. Marketing Committee Update (Betsy/Caitlin)
8. Beautification Committee Update (Annette)
9. Other Items/Announcements (All)

ADJOURNMENT

Future Board Meetings:

October 14th at 8:30 a.m. (Council Chambers)

November 11th at 8:30 a.m. (Council Chambers)

December 9th at 8:30 a.m. (Council Chambers)

Future Marketing Committee Meetings:

October 6 at 8:30 a.m. (2nd Floor Conference Room)

Future Networking and Outreach Committee Meetings:

September 17 at 9 a.m. (Verve)

Future Beautification Committee Meetings:

October 17 at 4 p.m. (2nd Floor Conference Room) - *tentative*

Future Events Committees Meetings:

TBD

**DOWNTOWN BANGOR PARTNERSHIP
BOARD OF DIRECTORS
Tuesday, July 8, 2014, 8:30 am**

MINUTES

Officers Present: Stephen Boardway, President, Molly Briggs, Vice President
Heather McCarthy, Treasurer

Directors Present: Annie Cambridge, Karen Cole, Nazrin Dixon, Heather Furth,
Josh Gass, Gibran Graham, Annette Sohns

Others: Caitlin Brooke, Staff Liaison

Excused Absence: Betsy Lundy, Dan Sykes

Guests: Tess Mairhuber, Penobscot County Federal Credit Union

CALL TO ORDER

President Boardway called the meeting to order and thanked everyone for coming.

CONSENT AGENDA

1. Approval of Minutes - June 10, 2014 Meeting
2. Financial Report

Gibran Graham moved to approve the Consent Agenda. Molly Briggs seconded the motion, which was approved unanimously.

DISCUSSION ITEMS

Nominating Committee Recommendations

Stephen Boardway submitted the names of those nominated as follows:

- Kate Bielinski (At Large, 1st Term)
- Karen Foley (At Large, 1st Term)
- Julie Baker-Laden (Merchant/Entertainment, 1st Term)

A motion was made by Gibran Graham and seconded by Molly Briggs to accept the Board nominations as presented; unanimous Board approval.

Election of FY15 Officers

The slate for the FY15 Executive committee remains the same as the current configuration: Stephen Boardway (President), Molly Briggs (Vice President), and Heather McCarthy (Secretary/Treasurer).

A motion was made by Molly Briggs to re-elect Stephen Boardway as President, Gibran Graham seconded. The motion passed by a unanimous vote.

A motion was made by Gibran Graham to re-elect Molly Briggs as Vice President, Heather Furth seconded. The motion passed by a unanimous vote.

A motion was made by Molly Briggs to re-elect Heather McCarthy as Secretary/Treasurer, Gibran Graham seconded. The motion passed by a unanimous vote.

There was discussion about when Molly Briggs and Stephen Boardway would term out. Caitlin Brooke said they would both term out in 2015. The Board agreed that some sort of succession planning should occur in the next six months. **Correction: Molly and Stephen will term out in 2016. Gibran is the only Director terming out in 2015.**

Downtown Countdown RFP

A RFP was sent out in late June for event planning services for this year's Downtown Countdown. The response was minimal with one interest organization: American Folk Festival.

Gibran Graham asked why the American Folk Festival wanted to steward the event and what would be the perks from their perspective? Heather answered that they want to be a year-round presence in the Bangor community, being known for more than just the events that take place in August. They have taken steps towards that with events like the Color Run and the Yard Sale, and see the opportunity for Downtown Countdown to help with this even more. They also highly value the relationship with the City and supporting a project like this demonstrates a commitment and investment in the community. Plus, they have tons of event planning experience.

A few other questions were asked regarding marketing and publicity but Heather noted those details have yet to be ironed out.

Karen Cole asked Josh Gass why he did not submit a RFP this year or if he had any recommendations for the Board with this year's event planner. Josh said that he would encourage the DBP to let the event planner create a vision for the event and let the move forward with that vision. The Board should certainly create standards, but the event planner should be able to bring a vision to the table.

A motion was made by Josh Gass to award the Downtown Countdown RFP American Folk Festival, Gibran Graham seconded. The motion was passed by unanimous vote.

Networking and Outreach Committee

Gibran Graham reported that the quarterly newsletter which communicates the DBP's activities to downtown stakeholders has been given out to local businesses and sent via

email to GBCVB members. The purpose of this newsletter is an effort to promote the organization itself, expand our reach and identity, and engage visitors in downtown.

The committee met with Parke Clemmons of Republic Parking (contractor in charge of certain City parking lots and the garage) to discuss some repeated concerns residents and business owners voiced about parking. Through the enlightening conversation, the group learned that there are options for stamp booklets (in 5 hour and one day increments) that make more sense for part-time employees. Caitlin mentioned these options were outlined in the press release/newsletter that went out regarding the new electronic parking system in downtown. A few board members voiced their concern that these options have never been given to them despite asking Republic Parking about solutions for part-time employees.

Gibran also mentioned that the quarterly retailers meeting will be August 13 at The Charles Inn and the next public forum will be held in September, location TBD.

Events Committee

In the absence of an Events Chair, Caitlin reported that the Cool Sounds concerts were going well with solid attendance at the last two concerts despite rainy days turning into sunny evenings. There are 5 weeks remaining with The Mallett Brothers Band up this week.

Josh Gass and Heather Furth recommended additional signage to promote the concerts, using the tag “Free Concert” instead of the event name—Cool Sounds. Most people may not identify with the event name but certainly know what free means! Suggestions were also made to increase signage about the street closure on Main St. and State St. **After the meeting Tess Mairhuber from Penobscot County Federal Credit Union, offered her electronic sign on Main St. to help communicate the road closure and event message**

Caitlin said she would look into some free standing signage that could be put at the top and bottom of Central St. to promote the event in a more obvious way.

Marketing Committee

In lieu of Betsy Lundy’s absence Caitlin Brooke reported on the Marketing Committee activities. The brochures have been sent to the printer and should be available soon for distribution. They will go out to local businesses as well as state tourist information centers. The initial meeting for the website redesign went well between Sutherland Weston, Betsy, and Caitlin. The meeting was to begin dialogue about ideas and the direction the DBP wanted to take for the new site. Betsy and Caitlin will be the primary points of contact with SWMC with reports to and input from the Marketing Committee at key milestones in the process. Vinyl maps and event listings to be put on utility boxes around town have been ordered from Caron Signs.

Beautification Committee

Karen Cole reported that the group is continuing to monitor the Adopt a Garden program and needs to look into sources of water for the various gardens throughout the downtown

area. The committee has been working with Lowe's to set up a day of volunteering—funded by Lowe's and utilizing their expansive volunteer base—to clean up part of downtown Bangor. The committee has decided the best use of volunteer hours would be to clean up the area of the Kenduskeag Stream Trail that is between Franklin St. and Court St. This area would be weeded, planted, and rejuvenated by volunteers from Lowe's and the Beautification Committee. In addition, Lowe's would provide material to construct benches for those that are in need of repair within downtown. Karen is working the Parks & Rec director Tracy Willette to be sure all the activities coordinate with the City's efforts and standards.

Another group, Realtor Action Center Placemaking Initiative, has contacted Karen with an interest in revitalizing a part of downtown that is in need. She is working with them to identify an area and flesh out the scope of their project.

Other Items

Caitlin introduced Tess Mairhuber from Penobscot Federal Credit Union as the DBP's guest. Although not officially in downtown (they are located at 466 Main St.) she is interested in participating via committees and wanted to get a feel for the organization and what each committee did.

Caitlin also mentioned a downtown resident had contacted her and wanted to know about starting a recycling program for downtown residents. Gibran mentioned there are plans in the works and to check on the status of those.

Caitlin noted that with three new DBP members coming on board, it may be worthwhile to have a mixer where everyone can meet in a casual setting.

Next meeting, the group will look at committees. Who is on which committee and who are the chairs for each. This will give new members some time to become familiar with the committees and decide which ones they would like to participate in and perhaps chair.

Karen Cole said that she is leaving her position at the Bangor Chamber of Commerce. With her departure, Annette Sohns will become the new chair for the Beautification Committee but Karen will continue to be on the committee.

Gibran Graham reported that the Where's Waldo game that downtown businesses have been participating in has been successful and continues to be. He also announced that he and a business partner have purchased the event space COESPACE.

Being no other business, the meeting was adjourned.

Bangor Center Corporation Budget Detail FY15

	Jul '14 - Jun 15
Income	
Advertising Co-op Rev (Offset)	0.00
Opening Balance from Prev FY	0.00
Event Revenue	
Misc Event Vendor fees	0.00
Downtown Countdown Vendor fees	0.00
Cool Sounds Vendor fees	267.00
Event Revenue - Other	0.00
Total Event Revenue	267.00
Interest	1.34
KTrail Signs - Restricted Inc	0.00
Levy - Special Assessment	0.00
Other Income	0.00
Sponsorships - Cash	
Other/Misc	0.00
Halloween	0.00
Cool Sounds	500.00
Downtown Countdown	250.00
Beautification Sponsor	
Adopt a Garden Sponsor	0.00
Beautification Sponsor - Other	0.00
Total Beautification Sponsor	0.00
Event Sponsorships	0.00
Sponsorships - Cash - Other	0.00
Total Sponsorships - Cash	750.00
Total Income	1,018.34
Cost of Goods Sold	
Cost of Goods Sold	0.00
Total COGS	0.00
Gross Profit	1,018.34
Expense	
Networking & Outreach	82.50
Bank charge-stop payment	0.00
Beautification	
Adopt a Garden	0.00
Misc/Other	0.00
Downtown Proud	0.00
Banners	0.00

Bangor Center Corporation Budget Detail FY15

	Jul '14 - Jun 15
Equipment	0.00
Holiday Lighting & Decoration	0.00
Kenduskeag Stream Flower Boxes	3,800.00
Streetside Flower Boxes	2,015.00
Beautification - Other	0.00
Total Beautification	5,815.00
Contract Services	
Survey/Planning	0.00
Accounting Fees	0.00
City Economic Dev Services	0.00
Contract Services - Other	0.00
Total Contract Services	0.00
General & Administrative	
Other	0.00
Legal Advertising	2,122.00
Event Registrations/Fees	0.00
Insurance	1,714.00
Memberships/Registration Fees	0.00
Postage & Mailing Services	0.00
Printing & Copying	15.16
Supplies	0.00
General & Administrative - Other	0.00
Total General & Administrative	3,851.16
Liaison	
Public Safety- DT Officer	0.00
Liaison - Other	0.00
Total Liaison	0.00
Marketing	
CVB Guidebook Underwrite	0.00
Discover Downtown Rollout	0.00
Holiday Marketing/Promo	0.00
Marketing Other	360.00
Advertising Co-op Exp (Offset)	0.00
Contract Services	0.00
Advertising-Events	0.00
Advertising-General	0.00
Brochures	1,018.00
Email Newsletter Service	0.00
Website	1,087.50
Web Hosting & Domain	0.00

Bangor Center Corporation Budget Detail FY15

	Jul '14 - Jun 15
Marketing - Other	0.00
Total Marketing	2,465.50

Events

Santa's Workshop	
Misc/Other	0.00
Marketing	0.00
Venues	0.00
Prizes & Gifts	0.00
Food & Beverage	0.00
Equipment & Supplies	0.00
Contract Labor	0.00
Santa's Workshop - Other	0.00
Total Santa's Workshop	0.00

Halloween

Misc/Other	0.00
Marketing	0.00
Venues	0.00
Prizes & Gifts	0.00
Performers/Speakers	0.00
Food & Beverage	0.00
Equipment & Supplies	0.00
Contract Labor	0.00
Halloween - Other	0.00
Total Halloween	0.00

Cool Sounds

Misc/Other	0.00
Marketing	500.00
Venues	0.00
Prizes & Gifts	0.00
Performers/Speakers	0.00
Food & Beverage	0.00
Equipment & Supplies	1,031.10
Contract Labor	0.00
Cool Sounds - Other	0.00
Total Cool Sounds	1,531.10

Downtown Countdown

Misc/Other	0.00
Marketing	0.00
Venues	0.00
Prizes & Gifts	0.00

**Bangor Center Corporation
Budget Detail FY15**

	Jul '14 - Jun 15
Performers/Speakers	0.00
Food & Beverage	0.00
Equipment & Supplies	0.00
Contract Labor	0.00
Downtown Countdown - Other	0.00
Total Downtown Countdown	0.00
Contract Labor	0.00
Equipment & Supplies	0.00
Food & Beverage	0.00
Performers/Speakers	0.00
Prizes & Gifts	0.00
Venues	0.00
Events - Other	0.00
Total Events	1,531.10
KTrail Signs - Restricted Exp	0.00
Reserve	0.00
Reconciliation Discrepancies	0.00
Total Expense	13,745.26
Net Income	-12,726.92