

**DOWNTOWN BANGOR PARTNERSHIP
BOARD OF DIRECTORS
Tuesday, October 14, 2014 8:30 a.m.
City Hall**

The Downtown Bangor Partnership promotes and markets activities that enhance the distinctive identity of Downtown Bangor, encouraging retention and growth of commercial, residential, and cultural life within the downtown district.

AGENDA

CALL TO ORDER

WELCOME & INTRODUCTIONS

CONSENT AGENDA

1. Approval of Previous Meeting Minutes
2. Financial Report

DISCUSSION ITEMS

1. Domestic Violence Awareness Month (Guest - Amanda Cost)
2. Discussion of Kiosk in West Market (Caitlin)
3. Networking and Outreach Update (Gibran)
4. Events Committee Update (Josh)
5. Marketing Committee Update (Betsy)
6. Beautification Committee Update (Annette)
7. Other Items/Announcements (All)

ADJOURNMENT

Future Board Meetings:

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

Future Marketing Committee Meetings:

November 4 at 8:30 a.m. (2nd Floor Conference Room)

Future Networking and Outreach Committee Meetings:

October 22 at 9 a.m. (Verve)

November 19 at 9 a.m. (Verve)

Future Beautification Committee Meetings:

October 17 at 4:30 p.m. (Nocturnem Draft Haus)

November 21 at 4:30 p.m. (Nocturnem Draft Haus)

Future Events Committees Meetings:

November 5 at 4:30 p.m. (Verve)

**DOWNTOWN BANGOR PARTNERSHIP
BOARD OF DIRECTORS
Tuesday, September 9, 2014, 8:30 am**

MINUTES

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

Directors Present: Julie Baker-Leaden, Kate Bielinski, Jen Brooks, Annie Cambridge,
Heather Furth, Josh Gass, Gibran Graham, Betsy Lundy Annette
Sohns

Others: Caitlin Brooke, Staff Liaison

Excused Absence: Nazrin Dixon, Dan Sykes

Guests: Chris and Phyllis Parrish, Purple Iris Foundation

CALL TO ORDER

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

CONSENT AGENDA

1. Approval of Minutes – July 8, 2014 Meeting
2. Financial Report

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

DISCUSSION ITEMS

Introduction

Kate Bielinski, Julie Baker-Leaden, and Karen Foley were all introduced and greeted as the newest Board members of the Downtown Bangor Partnership.

Explanation of Special Assessment

Caitlin Brooke explained that an increase in the property valuations of the Downtown District increased the DBP's allocation from the special assessment from \$55,000 to \$57,000, meaning the DBP's budget has increased from \$101,000 to \$103,000. Unfortunately, instead of having an extra \$2,000 to spend on fun stuff, the DBP must utilize the funds towards legal advertising of a public hearing (the City Council meeting on August 11) to pass the increase in special assessment and budget.

Caitlin noted that this all happened in the month of August when there wasn't a DBP Board meeting so all the voting was done via email. Stephen asked for a vote on the standing motion; unanimously approved.

Josh Gass asked how, going forward, we would be sure that any additional funds that are available because of an increase in the special assessment could be used to support items aligned with the DBP's mission instead of legal advertising. Caitlin noted that the DBP's budget is based on an estimated special assessment that is provided in the Spring, so before the budget goes to council in late Spring, Caitlin will double check the Downtown District's valuation to be sure the numbers are the same.

Josh also asked if there was another way the DBP could report the district boundaries, instead of a \$2,000 legal advertisement in the BDN. He proposed an online advertisement since print papers are no longer the best means to reach the majority.

West Market Square Update

Caitlin gave a brief update on the status of the West Market Square construction project, noting that brick pavers are going in this week and the estimated completion date is on schedule for September 26.

Betsy Lundy noted that the City needs to consider a long-term strategic plan for updating all downtown infrastructure and systems. Bangor Gas, Emera, and the City seem to be out of sync when undertaking construction downtown and it disrupts business owners as well as residents.

Committee Membership

To keep a running list of which Board Members are on which committees, the group went around the room to identify the committee he/she is a part of.

Annie Cambridge: Marketing

Karen Foley: Networking and Outreach

Betsy Lundy: Marketing

Heather Furth: Networking and Outreach

Molly Briggs: Nominating, Beautification, Executive Committee

Julie Baker-Leaden: Marketing

Josh Gass: Events, Marketing

Stephen Boardway: Executive Committee

Heather McCarthy: Executive Committee, Events

Gibran Graham: Networking and Outreach, Marketing, Events

Annette Sohns: Beautification, Marketing

Kate Bielinski: Marketing

Stephen reminded everyone that people who aren't on the DBP Board are invited to join committees. For the October meeting, Board members are asked to think of people who may be interested in volunteering for a committee.

Stephen announced that Josh Gass will be the new Events Committee chair, jumping in to revive the Committee after a few months of inactivity. Josh was the first to put his hat into the ring so he was given priority. Stephen thanked other Board members who offered to take on the role.

Networking and Outreach Committee

Gibran summarized the Quarterly Retailers Meeting, noting that a lot of new faces were in the crowd including business and property owners. Topics included parking (Parke Clemmons from Republic Parking was in attendance), West Market Square (Amanda Soucier WMS Project Manager for the City was there), and feedback from the Fresh Air Market and Cool Sounds summer concert series. Caitlin added that the response from business owners about adding crabapple trees to WMS was not well received so the City made the decision to plant little leaf lindens instead. Gibran reminded everyone that the Downtown Town Hall is on September 24 from 5:30 p.m. to 7:30 p.m. at the Bangor Public Library.

The next edition of the quarterly newsletter is in the works. The “Hard Hat Happy Hour” series which occurred over a series of four weeks in support of WMS businesses was well attended.

Events Committee

In lieu of an Events Chair (going forward, this will be Josh Gass), Caitlin reported that the planning for Downtown Countdown has begun and she has begun to meet weekly with American Folk Festival to develop the event schedule and logistics. The first order of business for the reestablished Events Committee will be Halloween.

Marketing Committee

Caitlin reported that the Marketing Committee has asked her to look into funding for printing more brochures and correcting mistakes. There was a brief discussion about the next design utilizing space better. Caitlin also reported the DBP may dip its toes into the world of Integra.

Gibran mentioned that there had been previous discussion about signage in downtown. Caitlin noted that there would be signs around the City (not just downtown) shortly—they need to be installed by Public Works. Gibran believed others had been discussed and the group asked for Jason Bird (Community and Economic Development Officer) to be present at the next meeting to talk about signage.

Beautification Committee

Annette Sohns gave a summary of the multiple projects going on. Lowe’s Heroes (a volunteer program from Lowe’s Home Improvement) donated 4 days of work and thousands of dollars in supplies/equipment to clean up a portion of the Kenduskeag Stream Trail in downtown. The trail is now free of trash, debris and the footprint has been reclaimed. They also repainted the retaining wall that had been covered in graffiti. Everyone on the DBP acknowledged the improvement and thanked Lowe’s for their incredible work.

Moving into the winter season, the Beautification Committee will be focusing its efforts on lighting up downtown with winter lights in West Market Square, Hannibal Hamil Parkway, and along Main Street. The expansion into Main Street is new this year and they are hoping to secure sponsorship for the purchase of lights and the conversion of streetlamps into accessible power sources. The committee has scheduled a fall clean up day for October 18 (rain date October 19) to clean up trash, paint over graffiti, and decorate the trees with winter lights. Event information will go out via a press release, email blasts, and Facebook event.

A brief discussion ensued about the holiday window contest, the Festival of Lights parade on December 6, and the ability for business owners to decorate their storefronts with holiday lighting (Caitlin looking into.)

Other Business

Chris and Phyllis from the Purple Iris Foundation spoke to the Board about their mission to help fight the battle against pancreatic cancer and ways in which they hope to integrate their efforts into downtown Bangor. Ideas included highlighting November as pancreatic cancer awareness month with lighting businesses purple for the month in addition to the Council Chair declaring November as Pancreatic Cancer awareness month in Bangor.

The Board also inquired into additional trash cans in downtown.

Being no other business, the meeting was adjourned.

Bangor Center Corporation
Profit & Loss Budget vs. Actual
 July 2014 through June 2015

	<u>Jul '14 - Jun 15</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
Income				
Opening Balance from Prev FY	0.00	3,500.00	-3,500.00	0.0%
Event Revenue				
Cool Sounds Vendor fees	267.00			
Total Event Revenue	<u>267.00</u>			
Interest	2.30			
Levy - Special Assessment	0.00	57,000.00	-57,000.00	0.0%
Sponsorships - Cash				
Cool Sounds	500.00			
Downtown Countdown	250.00			
Total Sponsorships - Cash	<u>750.00</u>			
Total Income	<u>1,019.30</u>	<u>60,500.00</u>	<u>-59,480.70</u>	<u>1.69%</u>
Gross Profit	1,019.30	60,500.00	-59,480.70	1.69%
Expense				
Networking & Outreach	162.50	750.00	-587.50	21.67%
Beautification				
Adopt a Garden	0.00	0.00	0.00	0.0%
Misc/Other	0.00	250.00	-250.00	0.0%
Banners	0.00	0.00	0.00	0.0%
Equipment	0.00	0.00	0.00	0.0%
Holiday Lighting & Decoration	0.00	2,500.00	-2,500.00	0.0%
Kenduskeag Stream Flower Boxes	3,800.00	2,500.00	1,300.00	152.0%
Streetside Flower Boxes	2,015.00	2,500.00	-485.00	80.6%
Total Beautification	<u>5,815.00</u>	<u>7,750.00</u>	<u>-1,935.00</u>	<u>75.03%</u>
Contract Services				
Accounting Fees	0.00	650.00	-650.00	0.0%
City Economic Dev Services	0.00	30,000.00	-30,000.00	0.0%
Total Contract Services	<u>0.00</u>	<u>30,650.00</u>	<u>-30,650.00</u>	<u>0.0%</u>
General & Administrative				
Other	52.75			
Legal Advertising	2,122.00	4,500.00	-2,378.00	47.16%
Event Registrations/Fees	0.00	200.00	-200.00	0.0%
Insurance	1,714.00	1,800.00	-86.00	95.22%
Memberships/Registration Fees	248.00	400.00	-152.00	62.0%
Postage & Mailing Services	5.25	75.00	-69.75	7.0%
Printing & Copying	15.16	200.00	-184.84	7.58%
Supplies	0.00	250.00	-250.00	0.0%
Total General & Administrative	<u>4,157.16</u>	<u>7,425.00</u>	<u>-3,267.84</u>	<u>55.99%</u>

Bangor Center Corporation
Profit & Loss Budget vs. Actual
 July 2014 through June 2015

	<u>Jul '14 - Jun 15</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
Liaison				
Public Safety- DT Officer	0.00	10,000.00	-10,000.00	0.0%
Total Liaison	0.00	10,000.00	-10,000.00	0.0%
Marketing				
CVB Guidebook Underwrite	0.00	1,500.00	-1,500.00	0.0%
Discover Downtown Rollout	0.00	3,000.00	-3,000.00	0.0%
Holiday Marketing/Promo	0.00	3,000.00	-3,000.00	0.0%
Marketing Other	360.00	150.00	210.00	240.0%
Advertising Co-op Exp (Offset)	0.00	3,000.00	-3,000.00	0.0%
Contract Services	0.00	1,500.00	-1,500.00	0.0%
Advertising-General	0.00	3,000.00	-3,000.00	0.0%
Brochures	1,018.00	500.00	518.00	203.6%
Email Newsletter Service	0.00	500.00	-500.00	0.0%
Website	2,175.00			
Web Hosting & Domain	0.00	250.00	-250.00	0.0%
Total Marketing	3,553.00	16,400.00	-12,847.00	21.67%
Events				
Santa's Workshop				
Misc/Other	0.00	100.00	-100.00	0.0%
Contract Labor	0.00	375.00	-375.00	0.0%
Total Santa's Workshop	0.00	475.00	-475.00	0.0%
Halloween				
Misc/Other	0.00	400.00	-400.00	0.0%
Prizes & Gifts	0.00	100.00	-100.00	0.0%
Performers/Speakers	0.00	1,600.00	-1,600.00	0.0%
Food & Beverage	0.00	50.00	-50.00	0.0%
Equipment & Supplies	0.00	100.00	-100.00	0.0%
Total Halloween	0.00	2,250.00	-2,250.00	0.0%
Cool Sounds				
Misc/Other	0.00	400.00	-400.00	0.0%
Marketing	500.00			
Performers/Speakers	0.00	4,900.00	-4,900.00	0.0%
Equipment & Supplies	1,040.07	250.00	790.07	416.03%
Total Cool Sounds	1,540.07	5,550.00	-4,009.93	27.75%
Downtown Countdown				
Misc/Other	0.00	500.00	-500.00	0.0%
Marketing	0.00	2,000.00	-2,000.00	0.0%
Venues	0.00	1,000.00	-1,000.00	0.0%

Bangor Center Corporation
Profit & Loss Budget vs. Actual
 July 2014 through June 2015

	Jul '14 - Jun 15	Budget	\$ Over Budget	% of Budget
Prizes & Gifts	0.00	500.00	-500.00	0.0%
Performers/Speakers	0.00	10,000.00	-10,000.00	0.0%
Food & Beverage	0.00	500.00	-500.00	0.0%
Equipment & Supplies	0.00	1,000.00	-1,000.00	0.0%
Contract Labor	0.00	5,000.00	-5,000.00	0.0%
Total Downtown Countdown	0.00	20,500.00	-20,500.00	0.0%
Total Events	1,540.07	28,775.00	-27,234.93	5.35%
Total Expense	15,227.73	101,750.00	-86,522.27	14.97%
Net Income	-14,208.43	-41,250.00	27,041.57	34.45%