

**DOWNTOWN BANGOR PARTNERSHIP  
BOARD OF DIRECTORS  
Tuesday, January 13, 2015  
8:30 a.m. to 9:30 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. Bangor Area Food Council (Kate Sheridan) *10 minutes*
2. Downtown Countdown Summary (Heather M.) *10 minutes*
3. February Meeting Discussion (Stephen) *10 minutes*
4. Events Committee Update (Josh) *5 Minutes*
5. Marketing Committee Update (Betsy) *5 Minutes*
6. Beautification Committee Update (Annette) *5 Minutes*
7. Networking and Outreach (Gibran) *5 Minutes*
8. Other Items/Announcements (All) *5 minutes*

**ADJOURNMENT**

Future Board Meetings:

February 12 at 8:30 a.m. (Council Chambers) - *tentative*

Future Marketing Committee Meetings:

February 3 at 8:30 a.m. (2<sup>nd</sup> Floor Conference Room)

Future Networking and Outreach Committee Meetings:

January 21 at 9 a.m. (Verve)

Future Beautification Committee Meetings:

TBD

Future Events Committees Meetings:

February 4 at 4:30 p.m. (Verve)

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

**MINUTES**

**Officers Present:** Stephen Boardway (Chair) Molly Briggs (Vice Chair) and Heather McCarthy (Treasurer/Secretary)

**Directors Present:** Kate Bielinski, Annie Cambridge, Annette Dodd, Heather Furth, Josh Gass, Gibran Graham, Kate Grover, Karen Foley, Julie Baker-Leaden, Betsy Lundy, Ben Sprague, Dan Sykes

**Others:** Caitlin Brooke, Staff Liaison

**Unexcused Absence:** Jen Brooks, Nazrin Dixon

**Guests:** Tanya Emery (Director of Community and Economic Development at the City of Bangor) and Ben Metzer (Owner of NorthEast Reprographics)

**CALL TO ORDER**

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

**CONSENT AGENDA**

1. Approval of Minutes – November 18, 2014 Meeting
2. Financial Report

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

**DISCUSSION ITEMS**

**Downtown Parking Advisory Committee**

Gibran introduced the new Downtown Parking Advisory Committee which was approved by the City Council at its December 8 meeting. This committee will oversee items related to parking in the Downtown Development District. It will consist of two City Staff persons, a City Councilor appointed by the Council Chair, two representatives from the Downtown Bangor Partnership, and a representative from Republic Parking. The Council Chair has appointed Gibran to be the City Council representative and Committee Chair.

The first meeting of the Committee will include the following items: a discussion surrounding charging Parking Garage users for Saturday parking, long-term and future planning for parking in the District, and overall parking standards in the District.

The Committee will meet at least quarterly but mostly on an “as needed” basis. Heather M. stressed the importance of the DBP’s presence on this Committee as the number one concern/complaint of the downtown constituency always relates to parking. Gibran noted this Committee is open for public attendance.

Molly and Betsy nominated themselves for the role. Dan said he would serve as an alternate. Josh made a motion to appoint Molly and Betsy to the Downtown Parking Advisory Committee, with Dan as an alternate. Karen seconded the motion, all in favor. The first meeting will be January 9 at 10 a.m. in Council Chambers.

### **West Market Square Kiosk**

During the DBP’s October 2014 meeting, options for the West Market Square kiosk were discussed. One side will be dedicated to a map of downtown, while other side required additional dialogue.

Suggestions for the second side were:

- Featured business spotlights—would allow more kiosks for downtown in the future if a payment structure was established to participate; example of Camden was given
- A community poster/events board—it was noted that a policy would be needed for this both in terms of what would be displayed and who would manage it. It was suggested that a DBP events calendar be reserved at the top for prominent display of our own events.
- Peg board with information cards/coupons—this type of board has been used in cities like Krakow Poland and hotels as an upgraded brochure rack.
- DBP events and city information—this would serve as an informational board that gives views important information about the City, like parking and history, which is often requested. The DBP’s web address should be prominent, perhaps with the assistance of a QR Code.
- A directory of businesses in downtown

The group agreed on the importance of this kiosk for downtown and that it should not be sloppy or neglected. Betsy made a motion for the map to be on one side and the other side be dedicated to the history of downtown, Ben seconded, all in favor. Betsy also made a motion for the Beautification Committee to move forward with the project, Dan seconded, 12-1 motion passed.

### **Downtown Countdown**

Heather M. passed out the event schedule for New Year’s Eve and noted it has been posted on the website. She also asked that board members volunteer to hang Downtown Countdown posters in a variety of areas around Bangor. The Mr. and Mrs. Paul Bunyan contest needs participants! With only one entry as of December 9 the contest is in danger of being cancelled. Board members suggested an increase in outreach efforts to the media including TV, radio, and local publications. Another suggestion was to reach out to bars and restaurants to see if they would pick a staff member to compete. The Board requested a sheet of “talking points” about the event to aid in promotion.

Heather M. also mentioned that button will be sold at Epic Sports for \$5 each. The buttons will give purchasers access to specials at Bangor businesses that run through January. Heather M. and her team will be going around to business in the next few weeks to ask for participation in the specials.

### **Events Committee**

Josh reminded everyone that the Events Committee meets on the first Wednesday of every month at 4:30 p.m. at Verve. New volunteers are showing up at meetings, excited to lend a hand in producing events downtown.

Unfortunately, Santa's Workshop was cancelled due to weather. Currently, Events Committee efforts are begin focused on supporting Downtown Countdown and looking at goals for 2015.

### **Marketing Committee**

Betsy noted that the Marketing Committee meets on the first Tuesday of every month at 8:30 a.m. in the 2<sup>nd</sup> floor conference room at City Hall. The Committee's last meeting recapped Early Bird Sale, Plaid Friday, and Small Business Saturday. They are also moving along on the development of the new website with the next round of suggested edits to be communicated to Sutherland Weston soon.

Heather M. noted that Canada has tightened restrictions on spam and requires all solicitors to have a verified "yes" from email recipients to send emails. Discussion was had about the importance of email lists and maintaining a consistent message to the downtown community.

### **Beautification Committee**

No updates from the Beautification Committee other than the next meeting is December 19 at 4 p.m. at Nocturnem. The group will be setting goals for 2015.

### **Networking and Outreach Committee**

The next meeting for the Committee is December 17 at 9 a.m. at Verve. Gibran said that the group is working to finalize the Welcome Basket Program (delivering a basket of downtown Bangor goodies to new businesses in the area) and the first delivery will be after the holidays. The Parking Garage has also reached out to see if the DBP would be doing any sort of "welcome bags" for the BDN employees.

At the next meeting the Committee will set a date for the Quarterly Downtown Businesses Meeting.

### **Update on Staffing Resources**

Heather M. presented a follow-up on last month's discussion of the staffing resources the DBP has utilized in 2014 and the projection of the resources for 2015. For the third and fourth quarters, staff will be able to allocate 16 to 19 hours/week to DBP needs.

Moving forward, Stephen and Molly explained that in an effort to organize each Committee's goals (including the Executive Committee); the Committee's should plan to use December and January for goal setting and discussion of strategy. Molly will send around an email to highlight the things that should be discussed and the "due date." This includes:

- Goals with timelines associated with each goal
- Identify items that may need Caitlin's time and expertise and/or board assistance
- Outline any sponsorships needed for the year
- Routine recurring meeting time and place identified

Being no other business, the meeting was adjourned.

To watch a full version of the Downtown Bangor Partnership's December 9 meeting, please visit: <http://bangormaine.pegcentral.com/player.php?video=90a19e660f06e11daf88e04786cfcfc3>

**Bangor Center Corporation**  
**Profit & Loss Budget vs. Actual**  
July 1, 2014 through January 7, 2015

	<u>Jul 1, '14 - Jan 7, 15</u>	<u>Budget</u>	<u>% of Budget</u>
<b>Income</b>			
Advertising Co-op Rev (Offset)	1,500.00	0.00	100.0%
Opening Balance from Prev FY	0.00	3,500.00	0.0%
<b>Event Revenue</b>			
Halloween Fees	0.00	0.00	0.0%
Misc Event Vendor fees	0.00	0.00	0.0%
Downtown Countdown Vendor fees	0.00	0.00	0.0%
Cool Sounds Vendor fees	267.00	0.00	100.0%
Event Revenue - Other	650.00	0.00	100.0%
<b>Total Event Revenue</b>	<b>917.00</b>	<b>0.00</b>	<b>100.0%</b>
Interest	4.58	0.00	100.0%
KTrail Signs - Restricted Inc	0.00	0.00	0.0%
Levy - Special Assessment	28,500.00	31,717.74	89.86%
Other Income	1,975.00	0.00	100.0%
<b>Sponsorships - Cash</b>			
Other/Misc	0.00	0.00	0.0%
Halloween	0.00	0.00	0.0%
Cool Sounds	500.00	0.00	100.0%
Downtown Countdown	12,300.00	0.00	100.0%
<b>Beautification Sponsor</b>			
Adopt a Garden Sponsor	0.00	0.00	0.0%
Beautification Sponsor - Other	2,000.00	0.00	100.0%
<b>Total Beautification Sponsor</b>	<b>2,000.00</b>	<b>0.00</b>	<b>100.0%</b>
Event Sponsorships	0.00	0.00	0.0%
Sponsorships - Cash - Other	0.00	0.00	0.0%
<b>Total Sponsorships - Cash</b>	<b>14,800.00</b>	<b>0.00</b>	<b>100.0%</b>
<b>Total Income</b>	<b>47,696.58</b>	<b>35,217.74</b>	<b>135.43%</b>
<b>Cost of Goods Sold</b>			
Cost of Goods Sold	0.00	0.00	0.0%
<b>Total COGS</b>	<b>0.00</b>	<b>0.00</b>	<b>0.0%</b>
<b>Gross Profit</b>	<b>47,696.58</b>	<b>35,217.74</b>	<b>135.43%</b>
<b>Expense</b>			
Networking & Outreach	330.00	375.00	88.0%
Bank charge-stop payment	0.00	0.00	0.0%
<b>Beautification</b>			
Adopt a Garden	0.00	0.00	0.0%
Misc/Other	0.00	250.00	0.0%
Downtown Proud	0.00	0.00	0.0%

**Bangor Center Corporation**  
**Profit & Loss Budget vs. Actual**  
July 1, 2014 through January 7, 2015

	<u>Jul 1, '14 - Jan 7, 15</u>	<u>Budget</u>	<u>% of Budget</u>
<b>Banners</b>	0.00	0.00	0.0%
<b>Equipment</b>	0.00	0.00	0.0%
<b>Holiday Lighting &amp; Decoration</b>	1,148.61	2,500.00	45.94%
<b>Kenduskeag Stream Flower Boxes</b>	3,800.00	2,500.00	152.0%
<b>Streetside Flower Boxes</b>	2,015.00	2,500.00	80.6%
<b>Beautification - Other</b>	0.00	0.00	0.0%
<b>Total Beautification</b>	<u>6,963.61</u>	<u>7,750.00</u>	<u>89.85%</u>
<b>Contract Services</b>			
<b>Survey/Planning</b>	0.00	0.00	0.0%
<b>Accounting Fees</b>	0.00	0.00	0.0%
<b>City Economic Dev Services</b>	9,613.44	15,000.00	64.09%
<b>Contract Services - Other</b>	0.00	0.00	0.0%
<b>Total Contract Services</b>	<u>9,613.44</u>	<u>15,000.00</u>	<u>64.09%</u>
<b>General &amp; Administrative</b>			
<b>Other</b>	742.75	0.00	100.0%
<b>Legal Advertising</b>	2,122.00	4,500.00	47.16%
<b>Event Registrations/Fees</b>	0.00	0.00	0.0%
<b>Insurance</b>	2,309.00	1,800.00	128.28%
<b>Memberships/Registration Fees</b>	448.00	400.00	112.0%
<b>Postage &amp; Mailing Services</b>	5.25	50.00	10.5%
<b>Printing &amp; Copying</b>	69.02	100.00	69.02%
<b>Supplies</b>	0.00	56.45	0.0%
<b>General &amp; Administrative - Other</b>	0.00	0.00	0.0%
<b>Total General &amp; Administrative</b>	<u>5,696.02</u>	<u>6,906.45</u>	<u>82.47%</u>
<b>Liaison</b>			
<b>Public Safety- DT Officer</b>	10,000.00	10,000.00	100.0%
<b>Liaison - Other</b>	0.00	0.00	0.0%
<b>Total Liaison</b>	<u>10,000.00</u>	<u>10,000.00</u>	<u>100.0%</u>
<b>Marketing</b>			
<b>CVB Guidebook Underwrite</b>	1,500.00	1,500.00	100.0%
<b>Discover Downtown Rollout</b>	100.00	3,000.00	3.33%
<b>Holiday Marketing/Promo</b>	3,935.50	3,000.00	131.18%
<b>Marketing Other</b>	0.00	33.87	0.0%
<b>Advertising Co-op Exp (Offset)</b>	0.00	3,000.00	0.0%
<b>Contract Services</b>	435.00	1,500.00	29.0%
<b>Advertising-Events</b>	0.00	0.00	0.0%
<b>Advertising-General</b>	0.00	1,225.81	0.0%
<b>Brochures</b>	1,018.00	500.00	203.6%
<b>Email Newsletter Service</b>	120.00	500.00	24.0%
<b>Website</b>	2,175.00	0.00	100.0%

## Bangor Center Corporation Profit & Loss Budget vs. Actual

July 1, 2014 through January 7, 2015

	Jul 1, '14 - Jan 7, 15	Budget	% of Budget
Web Hosting & Domain	229.00	0.00	100.0%
Marketing - Other	0.00	0.00	0.0%
<b>Total Marketing</b>	<b>9,512.50</b>	<b>14,259.68</b>	<b>66.71%</b>
<b>Events</b>			
<b>Santa's Workshop</b>			
Misc/Other	0.00	100.00	0.0%
Marketing	0.00	0.00	0.0%
Venues	0.00	0.00	0.0%
Prizes & Gifts	0.00	0.00	0.0%
Food & Beverage	75.00	0.00	100.0%
Equipment & Supplies	0.00	0.00	0.0%
Contract Labor	275.00	375.00	73.33%
Santa's Workshop - Other	0.00	0.00	0.0%
<b>Total Santa's Workshop</b>	<b>350.00</b>	<b>475.00</b>	<b>73.68%</b>
<b>Halloween</b>			
Misc/Other	260.94	400.00	65.24%
Marketing	30.00	0.00	100.0%
Venues	0.00	0.00	0.0%
Prizes & Gifts	0.00	100.00	0.0%
Performers/Speakers	0.00	1,600.00	0.0%
Food & Beverage	0.00	50.00	0.0%
Equipment & Supplies	0.00	100.00	0.0%
Contract Labor	0.00	0.00	0.0%
Halloween - Other	0.00	0.00	0.0%
<b>Total Halloween</b>	<b>290.94</b>	<b>2,250.00</b>	<b>12.93%</b>
<b>Cool Sounds</b>			
Misc/Other	0.00	400.00	0.0%
Marketing	500.00	0.00	100.0%
Venues	0.00	0.00	0.0%
Prizes & Gifts	0.00	0.00	0.0%
Performers/Speakers	0.00	4,900.00	0.0%
Food & Beverage	0.00	0.00	0.0%
Equipment & Supplies	1,040.07	250.00	416.03%
Contract Labor	0.00	0.00	0.0%
Cool Sounds - Other	0.00	0.00	0.0%
<b>Total Cool Sounds</b>	<b>1,540.07</b>	<b>5,550.00</b>	<b>27.75%</b>
<b>Downtown Countdown</b>			
Misc/Other	95.17	500.00	19.03%
Marketing	0.00	2,000.00	0.0%
Venues	0.00	1,000.00	0.0%

**Bangor Center Corporation**  
**Profit & Loss Budget vs. Actual**  
 July 1, 2014 through January 7, 2015

	<u>Jul 1, '14 - Jan 7, 15</u>	<u>Budget</u>	<u>% of Budget</u>
Prizes & Gifts	0.00	500.00	0.0%
Performers/Speakers	3,885.80	10,000.00	38.86%
Food & Beverage	31.26	500.00	6.25%
Equipment & Supplies	2,700.00	1,000.00	270.0%
Contract Labor	2,500.00	5,000.00	50.0%
Downtown Countdown - Other	0.00	0.00	0.0%
<b>Total Downtown Countdown</b>	<u>9,212.23</u>	<u>20,500.00</u>	<u>44.94%</u>
Contract Labor	0.00	0.00	0.0%
Equipment & Supplies	0.00	0.00	0.0%
Food & Beverage	0.00	0.00	0.0%
Performers/Speakers	0.00	0.00	0.0%
Prizes & Gifts	0.00	0.00	0.0%
Venues	0.00	0.00	0.0%
Events - Other	0.00	0.00	0.0%
<b>Total Events</b>	<u>11,393.24</u>	<u>28,775.00</u>	<u>39.59%</u>
KTrail Signs - Restricted Exp	0.00	0.00	0.0%
Reserve	0.00	0.00	0.0%
Reconciliation Discrepancies	0.00	0.00	0.0%
<b>Total Expense</b>	<u>53,508.81</u>	<u>83,066.13</u>	<u>64.42%</u>
<b>Net Income</b>	<u><u>-5,812.23</u></u>	<u><u>-47,848.39</u></u>	<u><u>12.15%</u></u>