

**DOWNTOWN BANGOR PARTNERSHIP
BOARD OF DIRECTORS
Tuesday, February 10, 2015
11:30 a.m. to 1:30 p.m.
COESPACE (48 Columbia Street)**

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. City of Bangor's Design Review Committee (Caitlin) *10 minutes*
2. Board Meeting Flow and Efficiency (Molly) *30 minutes*
3. Discussion of 2015 Committee Goals (Heather M.) *60 minutes*
4. Other Business (Stephen) *10 minutes*

ADJOURNMENT

Future Board Meetings:

March 10 at 8:30 a.m. (Council Chambers)

Future Marketing Committee Meetings:

February 17 at 9 a.m. (TBD)

March 3 at 8:30 a.m. (2nd Floor Conference Room)

Future Networking and Outreach Committee Meetings:

February 18 at 9 a.m. (Verve)

Future Beautification Committee Meetings:

TBD

Future Events Committees Meetings:

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

Updated: May 27, 2014

Contact: Kate Sheridan and Heather Omand: bangorareafoodcouncil@gmail.com

Upcoming dates:

- “Growing Local” showing, Thursday January 29th at noon and 6:30pm, COESPACE
- Bangor Area Food Council Meeting, Friday February 13th 10am-noon, Bangor City Hall Council Chambers

Bangor Area Food Council (BAFC) January, 2015

Background and Summary:

Who: The Bangor Area Food Council (BAFC) grew from a community assessment in 2014 that determined the interest in and viability of a Community Food Council in Penobscot County. The assessment process was driven by Food AND Medicine (FAM), a Brewer, ME non-profit and Bangor Public Health and Community Services. Since forming in December of 2014, the group has grown (see the list of current partners below) and formed to tackle the issues facing food insecurity, local food production, and access to healthy food for all in our area.

What: Community Food Councils (CFC) are a model of community organizing used across Maine and the nation as a mechanism for increasing organizational and agency collaboration to address local food production and distribution systems and food access issues.

The Maine Network of Community Food Councils (MNCFC) has supported the development of CFCs in many communities around the state. The impetus for this project is based on our participation with this group in 2013 and the lack of an existing food council in Penobscot County.

The MNCFC defines Community Food Councils this way: A Food Council aims to knit together a diverse group of people, including: *anti-hunger advocates, emergency food providers, health care professionals, farmers and other food producers, processors, distributors, retailers, direct marketers, waste managers, community and economic developers, farm workers, local governments, faith and fraternal groups* in a “systems approach” to improving food & nutrition in our communities.

How/When: Food AND Medicine received grant funding and support from an AmeriCorps member to complete the assessment in 2014, and the Healthy Maine Partnership at the City of Bangor’s Public Health and Community Services Department chose to partner in the assessment in March 2014. In December of 2014, the stakeholders that had come together as a result of the assessment formed the Bangor Area Food Council. Currently, representatives from FAM, Maine Organic Farmers and Gardeners, and BPHCS have BAFC participation included in their work plans.

Potential Outcomes:

Feedback generated from the current council members and community engagement events leads us to believe that the BAFC could adopt any number of projects depending on community need, including:

- Exploring the feasibility of a local food hub, shared infrastructure, or aggregation to address the challenges and opportunities for farmers looking to expand into new products, address new markets, or investigate farm to institution purchasing (school, hospital) initiatives.

Updated: May 27, 2014

- Creating a working group of representatives from local organizations to offer stronger communication, reduce inefficiencies between programmatic initiatives and highlight areas for potential new partnerships that address gaps in food systems or food access in our region.
- Addressing potential policy initiatives at the city, county, or regional levels to encourage local sourcing or otherwise address key weaknesses in our food system.
- Any other priorities the community determines are key focus areas.

2015 Goals:

- To engage the community in a variety of ways to gather feedback about potential mission statements, projects, and advocacy roles.
- To develop an organizational mission, structure, process, and timeline for the council.
- To act as a clearinghouse for our region around food system related work.
- To begin organizing the respective resources of the various organization to take on projects that are seen as having value to and by the community.

Partner Involvement:

Organizations represented in the council include (but are not limited to):

Bangor City Council
Bangor Community Health and Public Services
Charlotte White Center
City of Bangor Community and Economic Development
Cooperative Extension
Food AND Medicine
Good Shepherd Food Bank
Husson University
Maine Education Association
Maine Organic Farmers and Gardeners Association
United Way Eastern Maine
University of Maine Augusta, Bangor Campus

For more information and/or to receive updates in the next few months please contact the Bangor Area Food Council at bangorareafoodcouncil@gmail.com.

**DOWNTOWN BANGOR PARTNERSHIP
BOARD OF DIRECTORS
Tuesday, January 13, 2015, 8:30 a.m.**

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

Others: Caitlin Brooke, Staff Liaison

Unexcused Absence: Jen Brooks, Nazrin Dixon, Dan Sykes

Guests: Kate Sheridan (Bangor Area Food Council)

CALL TO ORDER

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

CONSENT AGENDA

1. Approval of Minutes – December 9, 2014 Meeting
2. Financial Report

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

DISCUSSION ITEMS

Bangor Area Food Council

Kate Sheridan, agriculture organizer at Food AND Medicine, presented information about the Bangor Area Food Council and encouraged downtown stakeholders to join the Council. The Council is in a formative stage and any participation would influence the direction that is taken for the group which is a combination of outreach, events, and development of a long-term vision. The Council's next meeting is February 13 from 10 a.m. to noon in Council Chamber.

*Please see attached sheet for more information about the Bangor Area Food Council.

Downtown Countdown Summary

Heather M. presented a summary of the event with the perspective of the American Folk Festival who was contracted by the DBP to be the event planner. She reported a diverse crowd, at capacity venues, and a high energy, large crowd in West Market Square for the ball drop. Performers and venues were happy with the ease of logistics and the Festival has been receiving positive feedback. A full financial and

analytical summary will be completed in the next few months and presented to the board as well as sponsors. A huge thanks to the volunteers who made the event possible and go off without a hitch!

Betsy commended the team on signage as it had been an area of recommended improvement in past years. Ben asked about the relationship with WABI? Heather noted that they gave reasons of staffing issues—finding people to work on New Year's Eve for a live broadcast was a challenge. Josh noted that there has been past participating from WABI and perhaps approaching them earlier in the year to work more collaboratively would be a good step.

February Meeting Discussion

Stephen presented the idea of holding a meeting in February to talk about strategies and goals for individual committees and the DBP as a whole. Josh suggested a different location, out of City Hall and perhaps off camera. Stephen agreed that it was a good idea to get the DBP out into the community. Molly asked if anyone had an idea of a place that could host a group of the DBP's size? Suggestions included the second floor of Paddy Murphy's, EMDC, Chamber of Commerce boardroom, WBRC, Panda Garden, and Coespace. Gibran said that he thinks it is important for the meeting to be public with open space for guests.

Meeting will be held on February 10, 11 a.m. to 1 p.m. at Coespace. (Ben motion, Betsy second, all in favor.)

Events Committee Update

Josh reported that the committee has begun to discuss Cool Sounds 2015. He also noted that Downtown Countdown exceeded previous years in regards to social media traction. In its last meeting, the committee discussed things to be improved from last year and where they are going in 2015.

Marketing Committee Update

Betsy reported that the committee's last meeting was focused on goal setting for 2015. She also reported that the Greater Bangor Convention and Visitor's Bureau co-op ad did not go as well as the committee had hoped. The DBP committed to a four page spread and didn't sell all the ad space. Ultimately the design worked out to include a spread on downtown events but the DBP is paying more than it budgeted to. To set up for success next year, the Marketing Committee hopes to get in front of businesses sooner for a participation commitment. The committee learned a lot, will use this example as a frame of reference moving forward with a lesson in not over committing.

Beautification Committee Update

The committee meets Friday, January 16 at Nocturnem at 4 p.m. Matt Bishop from the Bangor Historical Society will be present to talk about potential information to place on the kiosk. The committee has discussed trying to have 3 to 4 different panels on the kiosk to coincide with changing seasons.

Networking and Outreach Committee Update

Gibran reported that the Quarterly Downtown Business Meeting will be held on Wednesday, January 14 at 8:30 a.m. at The Charles Inn. Upcoming Quarterly Downtown Business Meetings will be held on April 15, July 15, and October 14.

At the Quarterly Downtown Business Meeting, the plan is to hand out a quick survey to get feedback about the 2014 holiday promotions, review Downtown Countdown, give a brief look at what is happening in 2015, and hear from Kate Dickerson about the Maine Science Festival.

Quick Survey

The next Downtown Town Hall is scheduled for February 11, 5:30 to 7 p.m. at Bagel Central.

The committee is also planning a Downtown Living Open House which is kind of like an apartment crawl. It will give property owners and landlords the opportunity to showcase vacancies and promote their properties to renters. The event is scheduled for March 25, from 6 p.m. to 8 p.m. Though the focus is new properties, it is not limited to that. Any property owner in downtown is welcome to participate. More marketing and logistic details will be fleshed out at the Networking and Outreach Committee's next meeting.

Other Business

The Downtown Parking Advisory Committee had its first meeting last week. The meeting was videotaped so it is available on the City's website.

New business openings: Pepinos! Ruffles and Ribbons are projected to open in late January as is The Juice Cellar.

Betsy mentioned that we need to remind everyone that sidewalk shoveling needs to happen! It's a basic need of downtown stakeholders that isn't being met. And the DBP should be looking at such issues and addressing them. Gibran noted that part of the DBP's mission is related to advocacy and the board should be participating in promoting items to the full City Council.

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

	<u>Jul '14 - Jun 15</u>	<u>Budget</u>
Income		
Advertising Co-op Rev (Offset)	1,750.00	
Opening Balance from Prev FY	0.00	3,500.00
Event Revenue		
Cool Sounds Vendor fees	267.00	
Event Revenue - Other	<u>1,072.32</u>	
Total Event Revenue	<u>1,339.32</u>	
Interest	5.56	
Levy - Special Assessment	28,500.00	57,000.00
Other Income	1,975.00	
Sponsorships - Cash		
Cool Sounds	500.00	
Downtown Countdown	13,300.00	
Beautification Sponsor	<u>2,000.00</u>	
Total Sponsorships - Cash	<u>15,800.00</u>	
Total Income	<u>49,369.88</u>	<u>60,500.00</u>
Gross Profit	49,369.88	60,500.00
Expense		
Networking & Outreach	412.50	750.00
Beautification		
Adopt a Garden	0.00	0.00
Misc/Other	0.00	250.00
Banners	0.00	0.00
Equipment	0.00	0.00
Holiday Lighting & Decoration	1,148.61	2,500.00
Kenduskeag Stream Flower Boxes	3,800.00	2,500.00
Streetside Flower Boxes	<u>2,015.00</u>	<u>2,500.00</u>
Total Beautification	6,963.61	7,750.00
Contract Services		
Accounting Fees	0.00	650.00
City Economic Dev Services	<u>9,613.44</u>	<u>30,000.00</u>
Total Contract Services	9,613.44	30,650.00
General & Administrative		
Other	742.75	
Legal Advertising	2,122.00	4,500.00
Event Registrations/Fees	0.00	200.00
Insurance	2,309.00	1,800.00
Memberships/Registration Fees	448.00	400.00

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

	<u>Jul '14 - Jun 15</u>	<u>Budget</u>
Postage & Mailing Services	5.25	75.00
Printing & Copying	69.02	200.00
Supplies	0.00	250.00
Total General & Administrative	5,696.02	7,425.00
Liaison		
Public Safety- DT Officer	10,000.00	10,000.00
Total Liaison	10,000.00	10,000.00
Marketing		
CVB Guidebook Underwrite	6,210.00	1,500.00
Discover Downtown Rollout	100.00	3,000.00
Holiday Marketing/Promo	4,050.00	3,000.00
Marketing Other	0.00	150.00
Advertising Co-op Exp (Offset)	0.00	3,000.00
Contract Services	685.00	1,500.00
Advertising-General	0.00	3,000.00
Brochures	1,018.00	500.00
Email Newsletter Service	120.00	500.00
Website	3,262.50	
Web Hosting & Domain	229.00	250.00
Total Marketing	15,674.50	16,400.00
Events		
Santa's Workshop		
Misc/Other	0.00	100.00
Food & Beverage	75.00	
Contract Labor	275.00	375.00
Total Santa's Workshop	350.00	475.00
Halloween		
Misc/Other	260.94	400.00
Marketing	30.00	
Prizes & Gifts	0.00	100.00
Performers/Speakers	0.00	1,600.00
Food & Beverage	0.00	50.00
Equipment & Supplies	0.00	100.00
Total Halloween	290.94	2,250.00
Cool Sounds		
Misc/Other	0.00	400.00
Marketing	500.00	
Performers/Speakers	0.00	4,900.00
Equipment & Supplies	1,040.07	250.00

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

	<u>Jul '14 - Jun 15</u>	<u>Budget</u>
Total Cool Sounds	1,540.07	5,550.00
Downtown Countdown		
Misc/Other	935.17	500.00
Marketing	0.00	2,000.00
Venues	400.00	1,000.00
Prizes & Gifts	0.00	500.00
Performers/Speakers	3,885.80	10,000.00
Food & Beverage	31.26	500.00
Equipment & Supplies	4,442.43	1,000.00
Contract Labor	5,000.00	5,000.00
Total Downtown Countdown	<u>14,694.66</u>	<u>20,500.00</u>
Total Events	<u>16,875.67</u>	<u>28,775.00</u>
Total Expense	<u>65,235.74</u>	<u>101,750.00</u>
Net Income	<u><u>-15,865.86</u></u>	<u><u>-41,250.00</u></u>