

**DOWNTOWN BANGOR PARTNERSHIP
BOARD OF DIRECTORS
Tuesday, May 12, 2015
8:30 a.m. to 9:30 a.m.
Council Chambers, 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. Committee Updates
3. Financial Report

DISCUSSION ITEMS

1. Nomination Committee Update – Presentation of Proposed Slate for New and Returning Board of Director Seats (Caitlin) *10 minutes*
2. Approval of FY2015 Summary/FY2016 Work Plan and Proposed Budget (Heather/Caitlin) *10 minutes*
3. Cool Sounds Update (Josh) *5 minutes*
4. Downtown Countdown Update (Caitlin) *5 minutes*
5. Other Business (Stephen) *10 minutes*

ADJOURNMENT

Future Board Meetings:

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

Future Marketing Committee Meetings:

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

Future Networking and Outreach Committee Meetings:

June 17 at 9 a.m. (Verve)

Future Beautification Committee Meetings:

TBD at 4 p.m. (Nocturnem Draft Haus)

Future Events Committees Meetings:

June 3 at 4:30 p.m. (Verve)

**DOWNTOWN BANGOR PARTNERSHIP
BOARD OF DIRECTORS
Tuesday, April 14, 2015, 8:30 p.m.
Council Chambers, City Hall**

MINUTES

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

Directors Present: Annie Cambridge, Annette Dodd, Josh Gass, Gibran Graham, Kate Grover, Karen Foley, Julie Baker-Leaden, Betsy Lundy

Others: Caitlin Brooke, Staff Liaison

Excused Absence: Heather Furth, Dan Sykes

Unexcused Absence: Kate Bielinski, Jen Brooks, Nazrin Dixon

Guests: Mike Dyer (City of Bangor, Bangor State Fair)

CALL TO ORDER

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

CONSENT AGENDA

1. Approval of Meeting Minutes for March 10, 2015
2. Committee Updates
3. Financial Report

Heather M. moved to approve the Consent Agenda. Gibran seconded the motion, which was approved unanimously.

DISCUSSION ITEMS

1. Bangor State Fair

Mike Dyer, Bass Park Director, spoke to the Board about an idea to partner with downtown businesses and promote the district to Bangor State Fair attendees. As Global Spectrum begins to look at revamping the Fair to include a definitive Bangor, Maine flair, they feel it's important to include downtown in the discussion. Mike noted they are the beginning stages of this so we could all work together to get something ready for this year or look ahead into 2016. They are looking for the DBP to create the enthusiasm and buzz about a downtown presence at the Fair.

Conversation ensued about how this might be done and who would be the organizing party. Gibran suggested a Bangor State Fair representative speak at the April 15, 2015 Quarterly Downtown Business Meeting to take business owners temperatures about the proposal.

2. Cool Sounds Summer Concert Series and Fresh Air Market

This item was pulled out of the Consent Agenda/Committee Updates to discuss.

Josh presented an update on the status of Cool Sounds. The Events Committee would like to see the concert on Central Street again this year to create a street fair style event that is an evolution from previous years' series. Discussion took place about whether or not Central Street versus West Market Square was the best option for the concerts. Feedback received from stakeholders at two Quarterly Downtown Business Meeting and one Downtown Town Hall seemed favorable to the event continuing on Central Street. Consideration should be given to the impact of a significant street closure 8 times a year in the heart of downtown—better processes in place with Police Dept. are a must. Josh said the Committee would certainly address this with PD. Gibran also noted that the Central Street location provides consistency as the Pickering Square redesign process may disrupt the series again in the next few years.

Jake Bridges from Blaze came in to speak in support the concert series in West Market Square. He said the business owners in the area would welcome the event with open arms. He noted that it seemed like a lot of the Central Street businesses are okay with the event happening there, but the West Market Square businesses actively want it in the Square.

Update: The week following this discussion, the Business and Economic Development Committee recommended that events should be allowed to close Broad Street/Bangor Alley for events but Central Street was not a proper street closure for multiple day events. The Cool Sounds Summer Concert Series will take place in West Market Square and the Fresh Air Market will be located along Broad Street.

3. Discussion of Budget Priorities and Review Draft of FY2016 Budget

Heather M. and Caitlin presented the draft of the FY2016 budget to the Board. The timeline is to finalize the draft in April and receive final approval from the Board in May. The budget will go in front of the Business and Economic Development (BED) Committee on May 19 and, if approved, move forward to the City Council on May 27. During BED and Council, there is opportunity for public comment. The notice of public hearing will run in the Bangor Daily News per legal requirements.

Discussion of the budget included a call for more money in the Marketing Committee's line, monetizing some of the activities the DBP does, and a note that Beautification does not receive any funding and exists only on sponsorship.

4. Downtown Countdown Update

Caitlin updated the Board on the status of Downtown Countdown. A memo has been crafted by Heather M. with feedback from Caitlin and Josh that replaces an official Request for Proposal (RFP.) Since the DBP doesn't have any interest in specifically designating what another event planner/organization does with the event, they felt a memo with a follow-up conversation was more appropriate. Though the specifics of the event can be changed, the group does feel that there are three elements that are critical to decision-making process. These are: event remaining free, community orientated, and located primarily downtown.

5. Other Business

The Networking and Outreach Committee provided their Committee Update since it was not submitted to Caitlin for inclusion in the Consent Agenda.

Being no other business, the meeting was adjourned.

To watch a full version of the Downtown Bangor Partnership's March 10 meeting, please visit:
<http://bangormaine.pegcentral.com/player.php?video=6170f5a536402fe4ac4968b5459cd338>

Downtown Bangor Partnership

FY2016 Budget

	July 1, 2015 - June 30, 2016
Income	
Advertising Co-op Rev (Offset)	\$0
Opening Balance from Prev FY	\$0
Event Revenue	
Cool Sounds Vendor fees	\$2,000
Event Revenue - Other	\$0
Total Event Revenue	\$2,000
Interest	\$0
Levy - Special Assessment	\$58,000
Other Income	\$0
Sponsorships - Cash	
Cool Sounds	\$10,000
Downtown Countdown	\$0
Santa's Workshop	\$750
Halloween	\$500
Holiday marketing	\$3,000
Beautification / Summer	\$6,000
Beautification / Winter	\$5,000
Total Sponsorships - Cash	\$25,250
Total Income	\$85,250
Gross Profit	\$85,250
Expense	
Networking & Outreach	\$750
Total Networking and Outreach	\$750
Beautification	
Adopt a Garden	
Misc/Other	
Banners	
Equipment	
Holiday Lighting & Decoration	
Kenduskeag Stream Flower Boxes	
Sponsored Activities / Summer	\$6,000
Sponsored Activities / Winter	\$5,000
Streetside Flower Boxes	
Total Beautification	\$11,000
Contract Services	
Accounting Fees	\$700
City Economic Dev Services	\$30,000
Total Contract Services	\$30,700
General & Administrative	
Other	\$0
Legal Advertising	\$2,500
Event Registrations/Fees	\$400
Insurance	\$2,100

Memberships/Registration Fees	\$500
Postage & Mailing Services	\$25
Printing & Copying	\$225
Supplies	\$250
General & Administrative - Other	
Total General & Administrative	\$6,000
Liaison	
Public Safety- DT Officer	\$10,000
Total Liaison	\$10,000
Marketing	
CVB Guidebook Underwrite	\$1,500
Discover Downtown Rollout	\$0
Kiosk (creative, design, printing)	\$1,500
Holiday Marketing/Promo	\$1,500
Holiday Mktg / Sponsored	\$3,000
Marketing Other	\$0
Advertising Co-op Exp (Offset)	\$0
Contract Services	\$0
Advertising-General	\$1,500
Brochures	\$1,500
Email Newsletter Service	\$500
Website	\$500
Style Guide	\$500
Web Hosting & Domain	\$300
Total Marketing	\$12,300
Events	
Santa's Workshop	
Misc/Other	\$100
Food & Beverage	\$75
Contract Labor	\$300
Sponsored Activities	\$750
Total Santa's Workshop	\$1,225
Halloween	
Misc/Other	\$0
Marketing	\$500
Prizes & Gifts	\$100
Performers/Speakers	\$0
Food & Beverage	\$50
Equipment & Supplies	\$100
Sponsored Activities	\$500
Total Halloween	\$1,250
Cool Sounds	
Misc/Other	\$0
Marketing	\$1,000
Performers/Speakers	\$500
Sponsored Activities (artists & stage)	\$10,000
Equipment & Supplies	\$500
Total Cool Sounds	\$12,000
Downtown Countdown	

Misc/Other	\$0
Marketing	\$0
Venues	\$0
Prizes & Gifts	\$0
Performers/Speakers	\$0
Food & Beverage	\$0
Equipment & Supplies	\$0
Contract Labor	\$0
Total Downtown Countdown	\$0
Total Events	\$14,475
Total Expense	\$85,225
Net Income	\$25

**Highlighted figures are sponsorship funded itmes and will receive variable funding based on sponsorship dollars received.*