

**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.