

City of Biddeford
Finance Committee
November 20, 2018 5:00 PM Council Chambers

- 1. Call to order**
- 2. Approval of the Minutes**
 - 2.1. November 8, 2018 Finance Committee Minutes
[11-08-2018 Finance Committee Minutes.rtf](#)
- 3. Signing of the expenditure warrant**
- 4. Discussion/Approval**
 - 4.1. Consideration/Purchase of Sewer Service Truck/Whitehead Peterbilt
[11-20-2018 Sewer Maintenance Truck Purchase-ORDER.docx](#)
[11-20-2018 Sewer Service Truck - BIDS.doc](#)
 - 4.2. Consideration/Agreement with Broadreach Public Relations to Serve as On-Call Public Relations Consultant
[11-20-2018 On-Call Public Relations Consultant Services - ORDER.docx](#)
[11-20-2018 Finance Briefing Memo On-Call PR Consultant.pdf](#)
[11-20-2018 Braadreach Public Relations Proposal.pdf](#)
 - 4.3. Consideration/Management Agreement with York County Arena Association to Manage the Biddeford Ice Arena
[11-20-2018 Management Agreement for Ice Arena.doc](#)
 - 4.4. Consideration/Purchase of Refrigeration System for Biddeford Ice Arena/Miller Refrigeration Company, Inc.
[11-20-2018 Ice Arena Refrigeration System ORDER.docx](#)
[11-20-2018 Ice Arena Refrigeration System-PROPOSAL.pdf](#)
 - 4.5. Consideration/Issuance of Revenue Obligation Securities/Biddeford Ice Arena Project
[11-20-2018 Biddeford Ice Arena Bonds - Bond Order Resolution.docx](#)
 - 4.6. Consideration/Use of 39 Sullivan Street Parking Lot (St. Andre's Senior Housing) to expand snow emergency parking
[20181120 Finance Briefing Memo - Expanded Snow Ban Parking.pdf](#)
- 5. Other Business**
- 6. Adjournment**

City of Biddeford
Finance Committee Meeting Minutes
November 8, 2018

The meeting was called to order at 5:00 pm by the Chair, Council President John McCurry.

Present: Chair, Council President John McCurry, Mayor Alan Casavant, Councilor Stephen St. Cyr, Councilor Mike Ready, City Manager James Bennett, Finance Director Cheryl Fournier and City Clerk Carmen Morris.

Adjustment to the Agenda

No adjustments to the agenda.

Approval of Minutes

Motion by Councilor Ready to approve the Minutes of October 16, 2018, seconded by Mayor Casavant.

Vote: unanimous.

Motion carried 4-0.

The expenditure warrant was available for review and signature.

Discussion/Approval

Consideration/FY19 Budget Amendments/Parking Management Plan

Motion by Councilor Ready to recommend the approval of the FY19 Budget Amendments due to the Parking Management Plan, seconded by Councilor St. Cyr.

Discussion: James Bennett, City Manager, explained the proposed budget amendments.

Vote: unanimous.

Motion carried 4-0.

Other Business

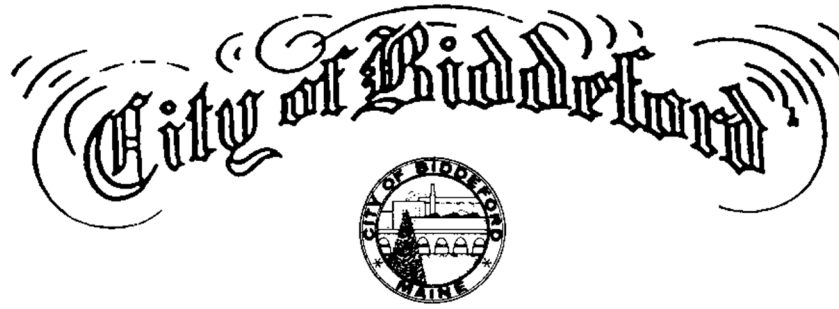
The Financials were distributed this afternoon.

Motion to adjourn made by Councilor Ready, seconded by Councilor St. Cyr.

Vote: unanimous.

Motion carried 4-0.

Adjourned at 5:08 pm.



2018.131

IN BOARD OF CITY COUNCIL.....NOVEMBER 20, 2018

BE IT ORDERED, that the City Manager be authorized to purchase a 2020 Perterbilt truck as per bid of November 9, 2018 (the "Equipment") from Whitehead Perterbilt (the "Vendor") and may pay the Vendor an amount not to exceed \$177,500.00 (before discounts valued at \$55,000.00) for the Equipment as follows:

1. The City of Biddeford expects to incur debt to reimburse expenditures to pay the cost of the Equipment;
2. The City of Biddeford reasonably expects that the maximum principal amount of the debt, including for reimbursement purposes, is \$177,500.00;
3. The City Manager, on behalf of the City of Biddeford, is authorized to enter into a lease purchase, loan or other financing agreement for the Equipment provided that (a) the principal amount of such agreement will not exceed \$177,500.00, (b) the term of such agreement will not exceed one hundred and twenty (120) months and (c) any obligation of the City of Biddeford to make lease or loan payments pursuant to such agreement is subject to annual appropriation by the City Council of the City of Biddeford;
4. The City Manager is authorized to advance money from the General Fund of the City for payment of the costs of the Equipment; and
5. The City Manager, on behalf of the City of Biddeford, is authorized to negotiate, enter into, execute, deliver and cause to be performed, and to approve, any and all agreements, instruments, certificates and other documents, and to grant security interests in the Equipment, upon such terms, conditions, limitations and undertakings, which the City Manager determines are necessary and proper for the acquisition and financing of the Equipment, provided that any lease purchase, loan or other financing agreement will be countersigned by both the Mayor and the Treasurer of the City of Biddeford. Without limiting the foregoing, the City Manager, on behalf of the City of Biddeford, in connection with the acquisition of the Equipment, is authorized to sell, transfer, trade in or otherwise dispose of any equipment, which the City Manager determines is no longer useful to the City of Biddeford.

NOTE: The Finance Committee will review this item on November 20, 2018 and vote to recommend it to the City Council for approval. The purchase of this item is included in the FY19 CIP budget.

Bid Opening for a Heavy Duty Service Truck

Present:	Carl Marcotte	Public Works	Pat Murphy	N.E. Kenworth
	Kara Cote	Public Works	Jay Lamprecht	Daigle & Houghton
	Rob Cyr	Peterbilt	Brian Hallowell	Freightliner

Bids were opened at the Public Works Department on November 9, 2018 at 11:00 am to replace a 2003 Kentworth with 14,000 hours in the Wastewater Division. Staff is recommending the bid that meets specification with an early delivery time, with trade from Whitehead Peterbilt for the amount of \$122,500.00. This service truck was approved in the FY 19 Wastewater budget line 35104-60603 as a lease with a down payment of \$32,000.00.

Freightliner

2020 Freightliner M2106	\$166,226.00
Trade-in	\$25,000.00
Total Cost:	\$141,226.00

Daigle & Houghton

2019 International MV607	\$171,860.00
Trade-in	\$17,000.00
Total Cost:	\$154,860.00

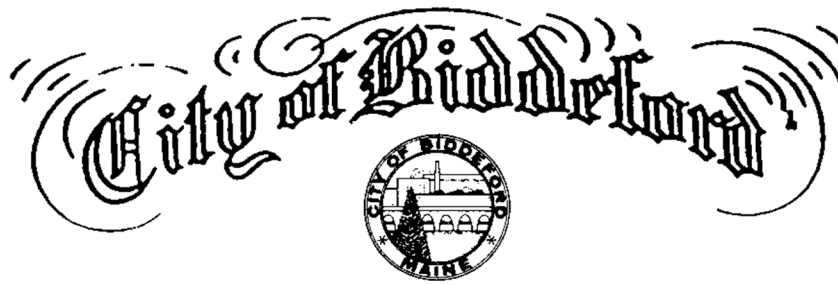
2020 Western Star 4700	\$183,857.00
Trade-in	\$17,000.00
Total Cost:	\$166,857.00

New England Kenworth

2020 Kentworth	\$170,425.00
Trade-in	\$22,500.00
Total Cost:	\$147,925.00

Whitehead Peterbilt

2020 Peterbilt	\$171,429.00	Meets specification Delivery September 2019
Trade-in	\$51,000.00	
Total Cost:	\$120,429.00	
2020 Peterbilt	\$169,500.00	Alternate bid (items missing)
Trade-in	\$55,000.00	
Total Cost:	\$114,500.00	
2020 Peterbilt	\$177,500.00	Alternate bid that meets specs Delivery April 2019
Trade-in	\$55,000.00	
Total Cost:	\$122,500.00	



2018.133 **IN BOARD OF CITY COUNCIL....NOVEMBER 20, 2018**
BE IT ORDERED, that the City Council of the City of Biddeford does hereby authorize the City Manager to negotiate and enter into an agreement with Broadreach Public Relations for on-call public relations services under terms determined to be in the best interest of the City as follows:

1. Onboarding/Media Analysis..... \$4,000 (one-time cost)
2. On-Call Retainer..... \$3,000 (annual, prorated)
3. Communications Plan Review/Recommendations..... \$3,000 (one-time cost)
4. Measurement & Reporting @ \$450/month

Item 4 shall not apply until after Broadreach completes a review of the City's communications plan and recommendations are implemented.



City of Biddeford

Chief Operating Officer/Technology Dept/IPP
P.O. Box 586 • 205 Main Street
Biddeford, ME 04005
Phone: (207) 571-0032 • Fax: (207) 571-0656

Briefing Memo

TO: Chairman John McCurry and Members of the Finance Committee

CC: James Bennett, City Manager
Cheryl Fournier, Finance Director

FROM: Brian S. Phinney, COO/Technology/IPP

DATE: November 13, 2018

RE: Authorization/Agreement with Broadreach Public Relations to Serve as on-call PR Consultant

The City released an RFQ soliciting competitive proposals for on-call public relations support. The City received one proposal from Broadreach Public Relations (Broadreach) and interviewed the firm.

Based on the interview and the attached proposal, staff recommends authorizing the City Manager to enter into an agreement with Broadreach through June 30, 2019 to coincide with the current fiscal year, with evaluation and approval of FY2020 on or before June 30, 2019.

The scope of services shall involve four (4) components:

1. Broadreach will perform an initial onboarding/media analysis designed to familiarize Broadreach with city operations assets, personnel, communication needs, expectations, and gaps. This will provide Broadreach with the necessary background needed to respond to on-call requests in an efficient and timely manner. This analysis will involve a one-time fee of \$4,000.
2. 24/7 on-call services shall be charged at a blended rate of \$150/hour for general media relations work and \$250/hour for crisis communication work. A retainer of \$3,000 prorated for the current fiscal year used to draw against at the identified rates on an as needed basis.
3. **OPTION:** Broadreach is also proposing to review the existing communications plan and provide feedback and develop communication strategy recommendations for the City to implement over the next year. The communications plan review and strategy development will be conducted, if desired, for a one-time fee of \$3,000.

4. OPTION: Broadreach will monitor the success of public relations activity on an ongoing basis, if desired. The intent of this service is to provide the City with actual data for a set fee of \$450/month. Such charges not to apply until after review and evaluation of the City's communications plan and implementation of Broadreach's recommendations.

This item falls under Work Plan No. 2018-25 *Communication Strategy* therefore it will appear on the council agenda for November 20.



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October 19, 2018

Brian Phinney, Chief Operating Officer
City of Biddeford
205 Main Street
Biddeford, Maine 04005

Dear Mr. Phinney,

Broadreach Public Relations (Broadreach) is pleased to respond to your Request for Qualifications (RFQ) to provide on-call consultation to the City of Biddeford for general public relations matters.

Broadreach is a strategic communications consulting firm based in Portland, Maine. Founded as an integrated communications firm in 2007, Broadreach has a talented team of communications strategists who deliver premium public and community relations, strategy development, and project management services to some of the Northeast's most highly-regarded firms and organizations.

As close neighbors, we are quite familiar with Biddeford's mill city history and the evolving diversification of the city's economy, which has ushered in a new era of activity where retail, healthcare and new businesses are flourishing. Also, you have youth on your side – Biddeford really is a young person's city; compared to surrounding communities, Biddeford is home to the largest proportion of 20 to 29-year-olds in Maine! With a median resident age of 33.8, your city has vast potential to leverage the millennial effect with both traditional media and digital content curators already touting Biddeford's assets.

Broadreach is ready and well-positioned to help the City of Biddeford realize that potential and achieve the City's vision of enhancing its social media strategy, developing positive relationships with local media, and presenting the City's identity in a clear and consistent manner. We appreciate the opportunity to respond to this RFQ and we are confident that we can help the City of Biddeford successfully reach its communications goals.

As requested, this letter serves to bind Broadreach to all comments made in its proposal. The primary contact person for the proposal is Linda Varrell, President (lindav@broadreachpr.com or (207) 619-7350).

Sincerely,

President & Founder
Broadreach Public Relations

Qualifications and Experience

The Broadreach mission is to help clients identify new opportunities that expand their reach and get ahead of trends, so they can lead in their field — all with a hands-on collaborative style that facilitates efficiency and delivers effective results. We also believe in bettering the communities in which we live and work and raising the aspirations of young Maine professionals.

Now in its 11th year, Broadreach Public Relations (Broadreach) is a woman-owned strategic communications consulting firm located in Portland, Maine. To-date, the firm has received more than 40 industry awards for its work, a testament to its place among the best communications firms in the State. With eleven core employees and growing, the company is rich in culture with family-friendly employment policies and a longstanding, highly-competitive intern and apprenticeship program.

Over the years, Broadreach has been retained by more than 275 unique entities to provide public relations and marketing services and has worked on over 400 unique projects. Going into 2018, 98% of our retainer-based clients renewed their contracts. In addition to providing services to our contract clients, Broadreach actively seeks opportunities to provide pro bono services in support of community-based nonprofit organizations.

Our team is regularly engaged by businesses, educational institutions and associations from around the region to speak and provide training on public relations, marketing, and other communication topics. We are known for our expertise and success in:

- Addressing issues related to reputation management and crisis communications
- Utilizing a strategic approach to uncover clients' best, most compelling stories
- Raising clients' relevance and credibility by embedding stories with notable context
- Pitching the right stories to the right outlets at the right time for maximum impact
- Being persistent in our pursuit of results and connected to key stakeholders
- Auditing, training, planning, creating and executing content for social media
- Event planning and logistics
- Content marketing that allows businesses to build brand awareness, augment a reputation, amplify influence, generate leads, and both acquire and retain customers

Our success is owed to a combination of proven expertise and market intelligence that deliver high-quality outcomes. Broadreach clients operate locally, regionally and globally, and they represent a wide range of industries, including, but not limited to:

Accounting	Government	Non-Profit	Recreation & Fitness
Banking	Health Care	Professional Services	Retail
Construction	Insurance	Publishing	Tourism
Financial Services	Manufacturing	Real Estate	Trade Associations

Broadreach offers a large menu of public relations, public affairs, and marketing services. In addition to our in-house capabilities, we maintain a cadre of proven partners to help us meet client goals. The following are among the services we provide:

Strategic Planning • Qualitative Market Research • Message Development • Industry Analysis • Corporate Communications • Brand Strategy • Social Media Strategy • Public Affairs • Communication Auditing	Media Relations • Proactive Pitching • Newsworthy Press Releases • Targeted Media List Development • Public Service Announcements • Media Monitoring	Audience Engagement • Advocacy • Social Media Strategy and Management • Community Relations • Content Marketing • Video Storytelling • Social Influencer Engagement
Reputation Management • Expert Visibility and Public Speaking Engagements • Internal Communications • Thought Leadership • Media Training • Crisis/Issues Management • Seeking Professional Awards and Recognitions • Traditional and Social Media Monitoring and Analysis	Event Planning • Sponsorship Management • Run-of-Show Logistical Support • Engagement of Stakeholders, Dignitaries, Media and Social Influencers	Contracted Services • Quantitative Market Research • Data Analysis and Random Sampling • Targeted Social Strategy • Brand Development

Resumes and Biographies of Principals Assigned to the Project



Linda Varrell, APR

Founder & President, Broadreach Public Relations

MS, Organizational Leadership, Southern New Hampshire University

BS, Leadership and Organizational Studies, University of Southern Maine

Nationally accredited in public relations, Linda Varrell founded Broadreach Public Relations in 2006 as a way to help businesses and organizations raise their profiles. A 25-year veteran of the financial services industry, Linda has a track record of initiating and leading high-impact growth and improvement strategies for diverse organizations and has demonstrated her expertise in strategic planning, brand development, media relations, community and employee relations, crisis communication and project management. She has led numerous initiatives that have increased the market visibility while creating goodwill for organizations and their target audiences. Linda is regularly tapped to speak at C-level events and industry-specific conferences. Active in the community, Linda focuses on youth development and community service, and serves as the Chair of USM Corporate Partners, President of the Maine Public Relations Council and as adjunct faculty with USM.

Professional Experience

Broadreach Public Relations (Portland, ME), President

- Founded and grew company to nearly 50 clients and 11 employees
- Developed competitive intern & apprenticeship programs
- Achieved 92% client retention going into 2018
- Organically grew revenues by 16% year-over-year through 2017
- Achieves client objectives and key results
- Dedicates at least 10% of time to pro bono and volunteer work annually

University of Southern Maine (Portland, ME), Adjunct Faculty, Graduate & Undergraduate Media Studies Program

Thomas College (Waterville, ME), Adjunct Faculty, Graduate & Undergraduate Business Program

Northeast Bank, (Lewiston, ME), Vice President

Professional Associations

University of Southern Maine Corporate Partners; Chair

Maine Public Relations Council; President

Northern New England School of Banking; Faculty Member

Portland Rotary Club; Member



Jason Sulham

Vice President, Broadreach Public Relations

BA, Political Science, University of New Hampshire

Jason leads the development of client project strategy, ensuring that a comprehensive plan has been tailored to achieve each client's unique objectives. Jason also leads the firm's public affairs offerings and advises clients on crisis communications matters. Since 1999, Jason has worked extensively on high-profile strategic communications and crisis communications efforts for a diversity of clients. Over the past year, he has directed and implemented strategy to increase brand awareness and target audience engagement for the Maine Department of Labor and Maine Bureau of Veterans' Services.

Professional Experience

Broadreach Public Relations (Portland, ME), Vice President, Senior Strategist and Public Affairs Manager

Leads client strategy development for agency • Executes public affairs strategies for all clients
• Monitors client strategy implementation • Manages senior staff • Implements client strategy for assigned accounts

North Public Affairs (Yarmouth, ME), Founder and Principal

Managed public affairs and advocacy campaigns for diverse clients • Designed direct mail communications for electoral campaigns • Directed grassroots lobbying efforts aimed at state and federal elected officials

Nexus Strategies (Raleigh, NC), Senior Associate

Directed strategic communications campaigns for corporations, coalitions, and non-profit organizations • Managed electoral campaigns for local, state, and federal candidates
• Managed communications for bond referenda campaigns • Led firm's graphic design projects including direct mail

Professional Associations

Community Partners, Inc.; Former Board Member

Yarmouth Alumni Association; Executive Committee



Marnie MacLean

Multimedia Strategist, Broadreach Public Relations

BS, Journalism, Boston University

Marnie leads the firm's multimedia capabilities, tapping into her experience as a broadcast journalist to develop visual storytelling strategies and produce outstanding content. Over the past year, Marnie has directed and produced strategic communications content that has achieved high social engagement reach and praise from clients, including Maine International Trade Center, Diversified Communications, The Dempsey Center, AC Hotel Portland Downtown Waterfront, Maine Grain Alliance, and Camp Sunshine.

Professional Experience

Broadreach Public Relations (Portland, ME), Senior Storyteller/Multimedia Strategist

Leads multimedia strategy development for agency • Produces and edits video • Implements client strategy for assigned accounts

Journal of the North Atlantic & Arctic (Iceland), Maine Editor

Editor and reporter for start-up media and information platform based in Iceland

Maine International Trade Center (Portland, ME) Public Relations Consultant

Created communications content to promote large international trade event • Produced video content highlighting Maine businesses • Offered social media guidance and content to communications director

Maine North Atlantic Development Office (Portland, ME) Public Relations Consultant

Coordinated communication for Maine's hosting of the Arctic Council meetings • Engaged local, national, and international media to promote stories related to the Arctic Council • Provided media coaching for MENADO director and other spokespeople

WCSH-TV (Portland, ME), Freelance Reporter

Generated stories, conducted interviews, wrote scripts for daily newscasts • Traveled to Reykjavik for special series on Maine's growing connections to Iceland

New England Cable News (Newton, MA) General Assignment Reporter

Covered news in the NECN Maine bureau • Researched news stories, set up interviews and write packages for daily newscasts

Professional Associations

Maine Public Relations Council; Member



Paula Stanton

Senior Client Manager, Broadreach Public Relations

Graduate Certificate, Digital and Social Media, Kennesaw State University

BA, Journalism, University of Massachusetts Amherst

Paula leads the strategy and day-to-day activities for assigned clients, ensuring that the appropriate activities are executed to maximize organizations opportunities for visibility. Paula has nearly a decade of experience in public relations and media for clients across New England and the Southeast.

Professional Experience

Broadreach Public Relations (Portland, ME), Senior Client Manager

Leads strategy for assigned agency clients • Manages client work plans, expectations and relationship • Executes public relations strategies that include local, national and international earned-media placements • Works with clients on experiential events and global initiatives

Kennesaw State University (Kennesaw, GA), Public Relations Manager

Developed and executed communication strategies • Secured high-impact media opportunities, including Bloomberg BusinessWeek, Inc.com and CNN • Drove brand engagement by creating engaging multi-media content for social media, website, magazine and newsletter

Bernstein Shur (Portland, ME), Marketing and Public Relations Specialist

Managed email marketing campaigns and website maintenance • Developed internal briefs and presentations for firm partners and directors to build consensus around marketing efforts and results • Built new business through RFP responses, pitches and events • Organized and promoted events for firm partners and clients

Professional Associations

Maine Public Relations Council; Member

Public Relations Society of America; Member

Kennesaw State University Diversity and Inclusion Task Force; Former Member



Meg Handlin, APR

Senior Client Manager/PR Strategist, Broadreach Public Relations

BA, Psychology, Assumption College

Meg designs and implements multi-channel strategic communications plans that increase client visibility to support employee recruitment, business expansion, leadership and new product development. She works to promote many of our Maine manufacturing clients, locally and nationally, to develop and implement a strategic communications framework that increases stakeholder engagement, supports employee recruitment and gains community and media recognition. Meg's APR professional designation demonstrates competency in the knowledge, skills and abilities required to practice public relations effectively in today's dynamic business environment. Additionally, Meg brings the historical perspective of a longtime Biddeford/Saco-area resident, having moved to Saco with her family in 1975, when Biddeford Main Street was a bustling shopping destination. Her mother taught fourth grade in Biddeford for 25 years at St. Andres School and St. James, and for decades her father owned a small business on Main Street. Meg's connection through marriage extends all the way to Louis Pizza on Alfred Street, a family-owned restaurant that was established 25 years ago and is still in operation today.

Professional Experience

Broadreach Public Relations (Portland, ME), Senior Client Services Manager / PR Strategist

- Executes public relations strategies for assigned accounts
- Manages client work plans, expectations and relationship
- Develops and executes public relations strategies that include paid and earned media
- Mentors agency and client team members to achieve stated objectives
- Represent agency at networking and professional development events

MHM Strategic Public Relations & Marketing (Portland, ME), Consultant

Researched, developed and executed multi-channel strategic communications plans for international and national manufacturers, healthcare providers, software companies, nonprofits and small businesses

Diversified Business Communications (Portland, ME), Marketing Manager

- Managed marketing for International WorkBoat Show, Fish Expo WorkBoat Northwest, Fish Expo WorkBoat Atlantic, Alaska Fisherman's Journal, National Fisherman and WorkBoat magazine
- Managed a three-person marketing department that executed six concurrent marketing plans and achieved high levels of advertising, exhibitor booth sales, and visitor registrations
- Negotiated alliances with local, national and international associations, publishers, and economic development organizations
- Organized, promoted, and event-managed annual conferences with multiple seminar tracks and keynote addresses at six international seafood and commercial marine trade shows

Professional Associations

Maine Public Relations Council; Board of Directors

Capabilities Corresponding to the Scope of Work

When you work with Broadreach, you have a team of professionals at your disposal with expertise in all aspects of communication, from media relations, journalism, public affairs, social media, event management, digital marketing, multi-media, crisis communication, and reputation management.

Our qualifications run deep. Two Broadreach principals hold the highest designation a public relations professional can achieve—Accreditation in Public Relations (APR). Founder and President Linda Varrell was honored with a lifetime achievement award from the Maine Public Relations Council. Paula Stanton holds a graduate certificate in digital marketing. Marnie McLean holds state and national awards for journalism and storytelling. Collectively, the Broadreach team has earned nearly 40 industry awards for outstanding public relations and public affairs campaigns to-date, including a prestigious Bulldog Reporter Gold Award in 2016 for our international publicity campaign raising funds for a global nonprofit.

Another strength we bring is our ability to rapidly assess any situation. Whether it's a sudden change in leadership or a full-blown public relations crisis, Broadreach will be the steady hand you need to adapt and react to change in a manner that is professional and mitigates negative impacts to your reputation.

We also recognize that the world of public relations and the media landscape are changing with turnover rates higher than ever and the emergence of online-only outlets. Thus, we have appropriately invested in and fully utilize CISION, our media and influencer database, that includes our proprietary contact lists and serves as our distribution, monitoring, lead-tracking, and results reporting & analysis system.

From the onset of our relationship, we will collaborate with you to develop clear and measurable goals, define roles, and outline the best process for us to work together. Broadreach is equally comfortable taking a proactive leadership role. The rapid pace of change in both technology and knowledge demands a nimble team that is unafraid to push when opportunities arise. We see ourselves as that friendly “nudge” to ensure we have ample time to prepare the highest-quality work, ensure seamless execution, and, of course, celebrate success!

Detailed Description of Three Relevant Projects



Maine Brewer's Guild

How Broadreach Helped Put Maine's Craft Beer Industry on the Global Map

Summary

The Maine Brewer's Guild (MBG) is a trade association representing Maine craft breweries that is simultaneously experiencing the opportunities that come from a rapidly-expanding market and the growing pains that arise from a crowded marketplace.

Challenge

The MBG sought to create a brand-new way to introduce its product to broader audiences, including the international market. To do this, MBG needed to raise the profile of Maine craft beer both nationally and internationally. From this emerged the vision of the "Maine Beer Box," a refrigerated shipping container outfitted with kegs of beer that can travel the world and support the creation of an annual Global Beer Exchange between Maine and the world. In turn, this would position the craft beer industry as a top contributor to Maine's economy and promote Maine as a top destination in the U.S. for craft beer tourism.

MBG engaged Broadreach to develop and leverage the Maine Beer Box campaign concept to position Maine as a top craft beer destination, which included engaging sponsors and supporters and addressing complex overseas travel and event logistics. Broadreach was instrumental in helping the MBG kickoff the inaugural Exchange at a first-of-its-kind event that traveled throughout the State of Maine and to Iceland.

Our Roles

- Message development
- Identifying key audiences
- Securing sponsors
- Planning and executing press conferences
- Dignitary and media outreach and support (local and international)
- Planning and executing travel and event experiences

Our Solution

Execute a comprehensive strategy that included earned media, social media, research and messaging development, asset development, international media relations, project management, and event and sponsorship support:

- Created a communications strategy to describe the Maine Beer Box, establish goals for the Global Beer Exchange and create common messaging

- Targeted pitching to state, national, international and trade publications
- Used social media to create excitement, attract interest, and increase engagement
- Executed a press conference; developed the comprehensive media list, created and distributed all media materials, invited key industry, political and dignitary stakeholders, developed the run of show
- Developed language, assets and strategic connections with key organizations and stakeholders
- Worked with MBG to develop visual representations of the complete project that included posters and digital renderings
- Solicited and secured sponsors and supporters, including the Maine Department of Economic Development, Maine International Trade Center, Maine Technology Institute, Maine business leaders, international trade dignitaries and Maine state officials
- Coordinated travel of sponsors, planned VIP events, attracted attendees, engaged with Icelandic media, and planned VIP events to facilitate the MBG's participation in Bjorfestival

Our Results

Press Conference:

- Initial earned media garnered 184 pieces of coverage with strong message pull-through
- Achieved 100% positive sentiment
- More than 317,347,378 impressions
- Attendees walked away from the press conference with a clear understanding of how the global beer exchange would work and how they could become involved. One attendee was quoted as saying, "I really wasn't on board with this idea before, but now I see your vision and I'm behind it."
- Secured the participation of more than 50 Maine brewers in the Global Beer Exchange

Earned Media:

- Over 500 million impressions in 30 states and 8 countries
- Achieved advertising value equivalency of more than \$1.3 million
- Earned several high-profile feature stories, including Washington Post, Boston Globe, CraftBeer.com, and Iceland's largest newspaper Morgunblaðið, which were all high-priority audiences for the client
- Executed a social media strategy, which included Facebook live broadcasts for the announcement press conference and Bjorfestival in Iceland. The Facebook live videos resulted in a total of 11,400 views, 101 shares, 215 likes and 38 comments
- Achieved features in Iceland's top media outlets, which included radio, broadcast, print and online coverage resulting in over 3 million impressions

Engagement with Sponsors and Stakeholders:

- Sponsorships secured in four-week period: \$39,500
- Nearly 100 Mainers traveled with the Maine Beer Box to Iceland for the inaugural exchange
- Coordinated four additional events for VIPs and brewers traveling in Iceland, working with local venue staff and partners to execute



Maine Bureau of Veterans' Services

How Broadreach is Helping Improve Quality of Life for Maine Veterans

Summary

The Maine Bureau of Veterans' Services (MBVS) oversees the provision of benefits for Maine's Veterans. MBVS is committed to being the primary resource for Maine Veterans who need services and information. MBVS recognizes the need for statewide visibility to distinguish itself from the VA and ensure Veterans understand MBVS' role in helping them access services and resources available to them.

Challenge

MBVS knows that approximately 75,000 eligible Maine Veterans are not accessing the benefits available to them. In order to bridge this gap, MBVS retained Broadreach to develop and implement new, impactful communication strategies and marketing collateral. At the same, MBVS wanted to reach younger, post-911 Veterans, while at the same time ensuring that all Veterans have an awareness of the MBVS resources and services.

Our Roles

- Messaging
- Asset development and distribution
- Earned media
- Executive visibility and thought leadership
- Social media

Our Solution

Implement strategies and develop tangible assets using earned media, social media, research and messaging development, video production, and asset development:

- Creation of tangible assets and implemented strategies to increase awareness of the MBVS
- Clear articulation of the mission of the MBVS
- Demonstration of a caring and supportive relationship with Veterans
- Enumeration of available resources and services
- Demonstration of MBVS' expertise and knowledge, correcting misconceptions and conflation with the Veteran's Administration

Our Results (in process)

- Creation of an up-to-date, comprehensive resource guide for Maine Veterans
- Production of video assets that highlight available resources and share Veteran testimonials on issues such as suicide prevention; videos have been played extensively on public access channels and social media around the state
- 135 earned media mentions in a 12 -month period
- 38.67 million impressions and an earned publicity value of \$209,000
- Increased Veteran engagement with MBVS
- Increased clarity between MBVS and the Veteran's Administration



Saco & Biddeford Savings Institution

How Broadreach is Helping a Local Bank Build a Stronger Community in Biddeford & Saco

Summary

Saco & Biddeford Savings (SBS) is Maine's oldest bank, with branches in Biddeford, Old Orchard Beach, Portland, Scarborough, South Portland and Westbrook. As a leader in community banking, SBS has contributed more than \$3.8 million to area organizations in the last 10 years and continues to support the needs of the communities it serves. SBS aims to be an active community partner and while strategically planning for the future. Since 2012, Broadreach has lent strategic guidance and support to SBS' community relations and marketing programs, yielding strong message pull-through, opportunities for new business, and paving the way for expansion, growth and change.

Challenge

SBS was seeking to recognize its history and success while at the same time embarking on new initiatives and enterprises. Wishing to celebrate the Institution's 185th anniversary, various branch anniversaries and upcoming branch openings, SBS also began to look toward the future in order to maintain ongoing positive visibility, plan for events and develop campaigns to support and protect its customers.

Our Roles

- Planning and publicizing events
- Market research
- Industry insights
- Strategy identification and execution
- Earned media
- Social media
- Digital multimedia content
- Asset development

Our Solution

A multifaceted, comprehensive menu of ongoing services that positions Broadreach to be responsive to ongoing and project-specific needs:

- Establishing an ongoing, progressive communications discipline
- Publicity and media relations for the Institution's central and branch anniversaries, openings, celebrations and events
- Increasing visibility for community and charitable activity

- Providing consulting services and implementing publicity activities related to personnel changes and leadership succession
- Increasing recognition for new hires, awards, promotions and charitable campaigns
- Identifying new business opportunities and creative partners
- Raising awareness of and access to available workforce development services

Our Results

- Significant exposure for branch openings
- Securing political and stakeholder dignitaries to speak at events
- Development and execution of a leadership strategy resulting in a smooth CEO transition
- Positive visibility for over 35 community campaigns, donations and partnerships
- Increased visibility for two companies owned by SBS through earned media and event planning
- Successful launch of new overall marketing campaign including commercials, social media and collateral assets which included strategy and vendor management
- Successful launch of new Community Debit Card campaign which resulted in SBS receiving the FIS/Unisys FIRST Award

Consultation Services Completed for Municipal Governments

City of Lewiston: Principal Linda Varrell served on the downtown committee to combine the Lewiston & Auburn holiday celebrations into one event. Committee was successful in meeting the needs of both communities, which now host a single celebration. In addition, Varrell was a two-time member of the delegation that participated in and won the All-America City Designation. During that time, she worked with and mentored the Lewiston Youth Advisory Council and has a long history of working with then **City Manager, James Bennett** during a long period of downtown revitalization from 2002-2007 prior to launching Broadreach.

A Community Chamber of Commerce: Provided 24/7 support during a media crisis, responded to request for services within an hour on a weekend, and had situation under control within 12 hours and out of the news cycle within four days as a result of this rapid response.

Town of Camden / Snow Bowl: Worked with Snow Bowl since 2010 to promote the winter season and the U.S. Toboggan National event and Winterfest during February. Already working with media for the 2019 event.

References

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Apprentice Program Specialist
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Holly S. Edwards

Assistant Director
Camden Snow Bowl /
Chairman and Organizer, U.S.
National Toboggan
Championships Committee
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hedwards@camdenmaine.gov

Approach to Scope of Work

Broadreach understands that the Biddeford City Council has an established work plan for the City which includes goals that are focused on building community connections through improved external communications. We are prepared to support the enhancement of the City's social media strategy, building positive relationships with local media, and presenting the City's identity in a clear and consistent manner.

To these ends, we would approach the development of a scope of work in the following ways:

1. Reviewing the City's marketing budget to develop recommended allocations for media spending and communication asset development.
2. Collaborating with the City to develop measurable objectives and strategies for achieving them, which would include developing a messaging platform tailored to residents, business owners, visitors, and stakeholders in neighboring communities. The complexity of the issues and desired deliverables will largely determine the scope of necessary services and resource needs.
3. Assessing opportunities and needs for proactive reputation management, including media relations readiness and training, response protocols, "positive" stories that need to be told, potential controversies that need to be monitored, etc.
4. Being available to City staff on-call, 24/7 or as needed to render advice and/or respond to inquiries from media or other stakeholders.

As demonstrated by our qualifications, relevant experience, and case studies, Broadreach has the necessary flexibility and capacity to address any public relations need the City may present. We anticipate these attributes being of value, given that the scope of work outlines an "on call" engagement. All of Broadreach's outlined services and staff expertise will be at the City's disposal. Additionally, a designated Client Manager will ensure the execution of a tailored strategy that incorporates applicable services and expertise to best achieve the objectives of each request.

Onboarding/Media Analysis.....\$4,000 (one-time cost)

To ensure our partnership is best prepared for success, Broadreach will start with an initial research and discovery phase. The research process allows Broadreach to become familiar with the City's assets, personnel, needs, expectations, and gaps. The discovery process is an opportunity for the team to engage with your team, ask questions, and learn more about Biddeford's existing communications and public relations initiatives to assess your current reputation. This spadework will inform the messaging and strategy for our ongoing work together and ensure that Broadreach is prepared to respond to requests in a timely and efficient manner.

Specific activities would include:

- Facilitated messaging and discovery sessions
- Competitor and situational research and analysis
- Analysis of social media and paid media plans
- Audit and analysis of current and recent marketing, communications and promotional material, including website, multimedia content, print collateral, promotional materials, social media, recent press releases and awards
- Identify and log key media contacts that cover Biddeford
- Identify and log influencers, individuals or organizations that have expressed public opinions about Biddeford in the media or social media
- Develop audience map
- Establish a regular meeting schedule (if necessary)

Strategy Development.....\$3,000 (one-time cost)

Broadreach is also prepared to respond to specific requests. In these circumstances, Broadreach will identify the most relevant assets, storylines, and building blocks for messaging, and define a short- and long-term strategy to meet goals and objectives. The Broadreach team will often walk through your audience map for general outreach and targeted pitching, identifying key messages for each that will resonate and in turn, entice to engage. With a focus on various media, we identify the appropriate channel and action to be taken.

Deliverables may include, but are not limited to:

- Develop messaging platform tailored to city objectives, including targeted calls to action and positioning statements
- Develop media strategy, including expert and topic visibility matrix, editorial calendar, and story outlines
- Develop content strategy for owned (website), shared (social), and paid (advertising) media channels
- Identify spokespeople within Biddeford to align with identified pitches and storylines
- Begin production of any marketing assets and social marketing/content sharing mentoring with identified social connectors in the plan, as needed
- Build media lists across targeted geographical markets and core industry sectors

Measurement & Reporting..... \$450 (per month)

Measurement and reporting form a basis for our meeting mutually determined objectives. We assess “Did we do what we set out to do?” We look at a number of parameters that encompass media coverage, interaction, and engagement. It’s more than clips, likes, and shares. It’s about relevant metrics, and we engage third-party vendors that provide comprehensive reporting capabilities so we can define and track what success looks like for our relationship.

Measurements and reports may include, but will not be limited to:

- Research visibility opportunities in target markets; provide regular reports
- Deliver quarterly report on key metrics divided by earned, owned, paid and social media sectors
- Facilitate a semi-annual strategy session to review progress, reports, and adjust strategy, as necessary

Ongoing On-call.....\$3,600 (yearly retainer)

After establishing a strong communications plan and discipline, Broadreach would work with the City of Biddeford in an on-call project capacity on any major campaigns, media initiatives or crisis that arise. This would include media relations readiness and training, response protocols, “positive” stories that need to be told, potential controversies that need to be monitored, etc. and being available to City staff on-call, 24/7 or as needed to render advice and/or respond to inquiries from media or other stakeholders.

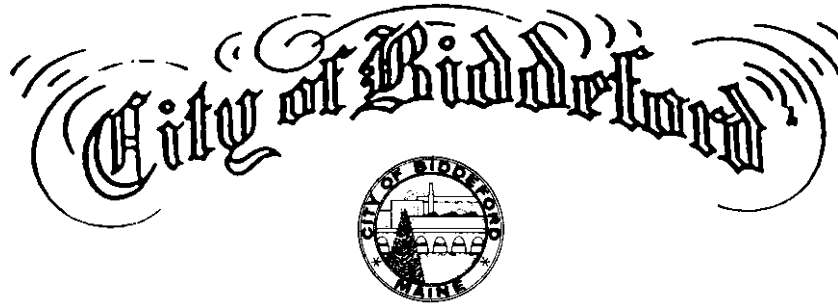
Broadreach proposes a 2-year on-call retainer to ensure prompt response and support and would quote additional project work at the blended rate of \$150 per hour for media relations work and \$250 per hour for crisis communication.

Out of Scope Expenses: Costs for services and expenses that are not included in client agreements are invoiced to the client with a pass-through mark up of 17.6 percent.

Service Timeframes

Broadreach is prepared to begin providing services to the City of Biddeford immediately upon award notification.

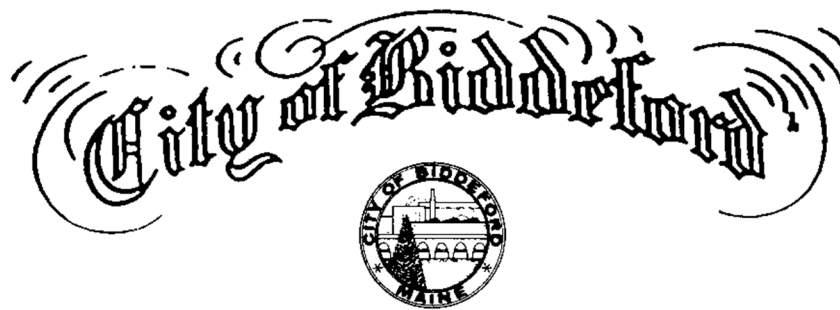
We are prepared to consult with the City to evaluate and prepare a Scope of Work, with deliverables that can be provided in as quick a timeframe as needed. We know that we can do this, as we have worked with clients that required us to begin work immediately upon a contract award with very short timelines for implementation and delivery of results. The external execution would be dependent on the nature of the request and/or services required, in consideration of the relevant urgency. As needed, Broadreach is available on-call, at night and during weekend hours.



2018.134

IN BOARD OF CITY COUNCIL..NOVEMBER 20, 2018

BE IT ORDERED, that the City Council of the City of Biddeford does hereby approve the Management Agreement with York County Arena Association to manage the Ice Arena.



2018.135

IN BOARD OF CITY COUNCIL.....NOVEMBER 20, 2018

BE IT ORDERED, that the City Manager be authorized to purchase the Biddeford Ice Arena Refrigeration system from Miller Refrigeration Company, Inc.(the “Vendor”) and may pay the Vendor an amount not to exceed \$350,000.00 for the Equipment as follows:

1. The City of Biddeford expects to incur debt to reimburse expenditures to pay the cost of the Equipment;
2. The City of Biddeford reasonably expects that the maximum principal amount of the debt, including for reimbursement purposes, is \$350,000.00;
3. The City Manager, on behalf of the City of Biddeford, is authorized to enter into a lease purchase, loan or other financing agreement for the Equipment provided that (a) the principal amount of such agreement will not exceed \$350,000.00, (b) the term of such agreement will not exceed two hundred and forty (240) months and (c) any obligation of the City of Biddeford to make lease or loan payments pursuant to such agreement is subject to annual appropriation by the City Council of the City of Biddeford;
4. The City Manager is authorized to advance money from the General Fund of the City for payment of the costs of the Equipment; and
5. The City Manager, on behalf of the City of Biddeford, is authorized to negotiate, enter into, execute, deliver and cause to be performed, and to approve, any and all agreements, instruments, certificates and other documents, and to grant security interests in the Equipment, upon such terms, conditions, limitations and undertakings, which the City Manager determines are necessary and proper for the acquisition and financing of the Equipment, provided that any lease purchase, loan or other financing agreement will be countersigned by both the Mayor and the Treasurer of the City of Biddeford. Without limiting the foregoing, the City Manager, on behalf of the City of Biddeford, in connection with the acquisition of the Equipment, is authorized to sell, transfer, trade in or otherwise dispose of any equipment, which the City Manager determines is no longer useful to the City of Biddeford.



AMMONIA/HALOCARBONS • DESIGN/BUILD CAPABILITIES

January 3, 2018

Craig King
Biddeford Arena
Alfred Road Park
P.O. Box 149
Biddeford, ME 04005

RE: Biddeford Arena

Craig,

The following is provided for your information and consideration. We propose to provide and install a new energy efficient ice rink refrigeration system using ammonia as the refrigerant.

The ethylene glycol brine solution used in your existing system allows the use of a stainless steel semi-brazed plate and frame heat exchanger instead of a carbon steel shell and tube heat exchanger. The semi-brazed plate and frame heat exchanger is more efficient and requires much less space than the existing chiller. The Plate and frame chiller operates with a small ammonia charge of 450#.

We propose to install the new refrigeration system in place using the existing mechanical room.

The system will have two (2) Mycom N4WB compressors each with Mycom's "Mypro" microprocessor control panels, oil separators, water cooled oil coolers, isolation valves, suction and discharge thermometers, oil reservoir, internal oil floats, premium efficiency motors, belts, pulleys and belt guards.

We propose to provide a new evaporative condenser with a separate circuit for compressor water jacket and oil cooling. We will reuse the existing condenser water sump. We will provide and install a new condenser stand. For energy efficiency we will provide and install one VFD to modulate the fan speed based on the system discharge pressure.

We propose to provide an Alfa Laval flooded semi-brazed plate and frame ice surface chiller and a shell and tube condenser as a under floor heat exchanger both suitable for use with ethylene glycol.

The existing 25Hp ice surface pumps, underfloor warming pump, glycol sump tank, condenser water tank and dehumidifying system will remain in use.

We will supply a ammonia detection system, a compressor and condenser control panel, Solid State starters for two 75 Hp compressors, one 7½ Hp condenser fan with VFD control, one 10 Hp condenser water pump and one 1/2 Hp glycol pump cooling the compressor water jacket and oil. All wiring schematics will be supplied.

Our price includes concrete work for the new condenser stand and compressor bases, demolition and disposal of the existing refrigeration system.

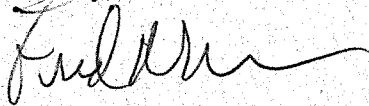
Installed Price:

Three Hundred Forty Three Thousand Two hundred Dollars (\$343,200.00)

We do not include the required 230 volt, 3 phase circuit breakers or distribution panel in this price.

We thank you for the opportunity to submit this quotation.

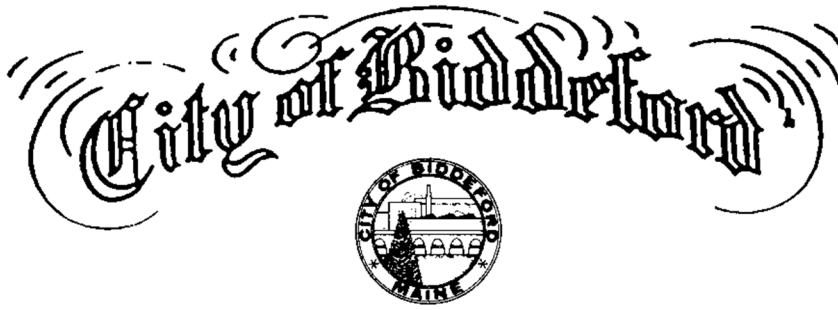
Sincerely,

A handwritten signature in black ink, appearing to read "Fred W. Miller", with a long, sweeping horizontal line extending to the right.

Fred W. Miller

President

milrefco@maine.rr.com



2018.136 **IN BOARD OF CITY COUNCIL...November 20, 2018**
Order Providing For: ISSUANCE OF UP TO \$365,000 CITY OF BIDDEFORD, MAINE REVENUE OBLIGATION SECURITIES (ICE ARENA PROJECT)

WHEREAS, the Finance Authority of Maine Act, 10 M.R.S.A., Ch. 110, §§961 et seq., as amended (the "Act"), authorizes and empowers municipalities in the State of Maine to issue revenue obligation securities in order to provide financing for eligible projects within the corporate limits of the municipality, and to make and enter into all financing documents, security agreements, mortgages, contracts, and trust agreements necessary or convenient to carry out each such power; and

WHEREAS, the City of Biddeford, Maine (the "City"), a municipality of the State of Maine, acting through its City Council (the "Council"), is authorized and empowered by Section 1074 of the Act to issue its taxable municipal revenue bonds for the purpose of financing a replacement compressor system (the "Project") for the City's ice arena facilities known as the Biddeford Ice Arena (the "Arena"); and

WHEREAS, under the Act, taxable bonds issued pursuant to Section 1074 are not subject to any limitations or restrictions of any law which may limit the City's power to issue such taxable bonds or to the procedures set forth in Section 1063 or in Section 1064, subsection 1 of the Act; and

WHEREAS, the Council desires to authorize the issuance, sale and delivery by the City of its taxable revenue bonds in a principal amount not to exceed \$365,000, to finance the Project (the "Revenue Bonds"); and

NOW THEREFORE, BE IT ORDERED, by the City Council of the City of Biddeford as follows:

Section 1. Pursuant to the Act, the acquisition, construction and installation of the Project on such terms and conditions terms as the City Manager shall determine, is hereby authorized and approved.

Section 2. The City Council hereby finds and determines that:

- a. The City is a duly organized municipality of the State of Maine and the City Council are the duly elected municipal officers of the City; and
- b. The Act authorizes and empowers the City to issue the Revenue Bonds and to use the proceeds thereof to finance the cost of the Project; and
- c. The Act authorizes the City to enter into financing documents including security agreements, mortgages, contracts, and trust agreements and all other contracts and agreements which are necessary or convenient to the exercise of its powers under the Act; and
- d. The City Council has determined that at all times there will be revenues and funds sufficient to pay the principal of and interest on the Revenue Bonds as they become due and payable and to pay the cost of operating, maintaining and repairing the Arena and the Project; and

- e. The proceeds of the Revenue Bonds in an aggregate principal amount not to exceed \$365,000 will be required and, when added to the funds provided by the City, will be sufficient to pay the estimated costs of the Project.

Section 3. Pursuant to Section 1074 of the Act, the City Council hereby authorizes and approves issuance of the City's taxable Revenue Bonds in an aggregate principal amount not to exceed \$365,000, to be designated "City of Biddeford, Maine, Revenue Bonds (Series [Year] - Ice Arena Project) (Federally Taxable)". The proceeds of the Revenue Bonds, if and when issued by the City, shall be used to finance the Project.

Section 4. The Revenue Bonds shall be executed in the name of and on behalf of the City by the City Treasurer, countersigned by its Mayor, and sealed with the seal of the City, attested to by its Clerk.

Section 5. The Revenue Bonds and may be secured by the Mortgage and the Security Agreement (both as defined below) and such other instruments as the Treasurer shall determine, and shall be in such denominations, with such dates, maturities (not to exceed 25 years), interest rates, call features (with or without premium), and other details as may be approved by the City Treasurer in his sole discretion, his approval to be conclusively evidenced by his execution thereof.

Section 6. The Revenue Bonds may be callable, with or without premiums, prior to their stated dates of maturity.

Section 7. **The Revenue Bonds shall be, and shall contain on their face, a statement substantially to the effect that the Revenue Bonds are, a limited obligation of the City and shall not constitute any debt or liability of the City, the State of Maine or any other political subdivision thereof or municipality therein or a pledge of the faith and credit of the City, the State of Maine or of any other such political subdivision or municipality, but shall be payable solely from revenues of the Project for which they are issued; and the issuance of the Revenue Bonds and the Bond Documents shall not directly or indirectly or contingently obligate the City, the State of Maine or any other political subdivision thereof or municipality therein to expend any funds of the City or to levy or to pledge any form of taxation whatever therefor or to make any appropriation for their payment.**

Section 8. The City Treasurer is authorized to approve, execute and deliver, in the name of and on behalf of the City, a mortgage of the Arena on such terms and conditions as the City Treasurer shall determine to secure the City's performance of the Revenue Bonds (the "Mortgage") and a security agreement with respect to the Arena pledging, among other things, the revenues of the Arena, to secure the City's performance of the Revenue Bonds (the "Security Agreement").

Section 9. The City Treasurer is authorized to approve, execute and deliver, in the name of and on behalf of the City, such other agreements, security agreements, assignments, instruments, documents and certificates, including title insurance, as the City Treasurer determines are necessary and proper to carry out (i) the completion and financing of the Project and (ii) the execution, sale, and delivery by the City of the Revenue Bonds (the "Bond Documents"), which Bond Documents shall be in such form and contain such terms, provisions, and conditions, not inconsistent herewith, as may be approved by the City Treasurer such approval to be conclusively evidenced by his execution thereof.

Section 10. The City Manager, City Treasurer, Mayor and Clerk are authorized in the name of and on behalf of the City to do or cause to be done all such other acts and things as may be necessary or desirable in order to effect the completion of the Project and the issuance, sale and delivery of the Revenue Bonds.

Section 11. If the City Treasurer, Mayor or Clerk are for any reason unavailable to approve and execute the Revenue Bonds or any of the Bond Documents, the person or persons then acting in any such capacity whether as an assistant, a deputy, as the "acting" official or otherwise, are each individually

authorized to act for such official with the same force and effect as if such official had herself or himself performed such act.

Section 12. If any of the officers or officials of the City who have signed or sealed the Revenue Bonds shall cease to be such officers or officials before the Revenue Bonds so signed and sealed shall have been actually authenticated or delivered by the City, such Revenue Bonds nevertheless may be authenticated, issued, and delivered with the same force and effect as though the person or persons who signed or sealed such Revenue Bonds had not ceased to be such officer or official; and also any such Revenue Bonds may be signed and sealed on behalf of the City by those persons who, at the actual date of the execution of such Revenue Bonds, shall be the proper officers and officials of the City, although at the nominal date of such Revenue Bonds any such person shall not have been such officer or official.

Section 13. All prior actions of the City Manager or City Treasurer taken with respect to the Project be and hereby are ratified, approved and confirmed.

Section 14. During the term of the Revenue Bonds, all authority granted pursuant to this Order shall be, remain and continue, in full force and effect without the necessity of any further action of the City Council.

Section 15. The City Manager is authorized to execute and deliver from time to time one or more Management Agreements on such terms and conditions as the City Manager shall determine, for the operation of all or such portion or portions of the Arena as the City Manager shall determine.

Section 16. The City Manager is authorized to execute and deliver from time to time one or more leases on such terms and conditions as the City Manager shall determine for the lease of such portion or portions of the Arena as the City Manager shall determine, including a lease of a portion of the Arena for use as a shop for the sale and servicing of ice skating and ice hockey equipment.

Section 17. The provisions of this Order shall take effect immediately.

I hereby certify that this is a true copy of the order adopted by the City of Biddeford City Council on November 20, 2018.

A true copy,

Attest: _____
Biddeford City Clerk

Date: _____



City of Biddeford

Chief Operating Officer/Technology Dept/IPP
P.O. Box 586 • 205 Main Street
Biddeford, ME 04005
Phone: (207) 571-0032 • Fax: (207) 571-0656

Briefing Memo

TO: Chairman John McCurry and Members of the Finance Committee

CC: James Bennett, City Manager
Cheryl Fournier, Finance Director
Jeff Demers, Public Works Director

FROM: Brian S. Phinney, COO/Technology/IPP

DATE: November 20, 2018

RE: Consideration of Expanded Snow Ban Parking Options

Earlier in the fall, staff evaluated opportunities for expanding snow ban parking options. On November 15th the Downtown Committee evaluated a proposal to expand snow ban parking by utilizing a portion of the St. Andre's Senior Housing lot controlled by Biddeford Housing. Biddeford Housing agrees to allow use of the northern section of the lot for expanded snow ban parking contingent upon the City managing the snow ban parking and maintaining the lot. The Downtown Committee voted to forward the recommendation to the Finance Committee.

The lot is not striped but an assessment of the lot indicates the ability to stage approximately 50 vehicles.

Clearing the lot after a storm may be performed by DPW; however, the ability to respond and the timing of the response will require an assessment after experiencing a parking ban implemented under the current permit system to understand the response time. The same snow ban parking rules and fees would apply to this lot as the existing lots with the exception that clearing the lot would enter the queue after the existing lots.

DPW did obtain a price estimate for private contractor clearing of the lot for informational purposes at the following rates. Selection of a contractor, if warranted, would follow the RFB purchasing protocol.

\$400/storm for plowing the lot
\$150/storm for sanding

Biddeford Housing residents will park in the lot south of the guardrail and snow ban parking vehicles will be limited to the area north of the guardrail, see Figure 1. The attached locus map depicts the location of the St. Andre's lot relative to the existing municipal lots, see Figure 2.

Figure 1. St. Andre's Lot



Figure 2. Snow Ban Parking Lots

