

City of Biddeford
Finance Committee
July 16, 2019 5:00 PM Council Chambers

- 1. Call to order**
- 2. Approval of the Minutes**
 - 2.1. July 2, 2019 Finance Committee Meeting Minutes
[7-02-2019 Finance Committee Minutes.rtf](#)
- 3. Signing of the expenditure warrant**
- 4. Discussion/Approval**
 - 4.1. Purchase of LUCAS Chest Compression System for Fire Department
[7-16-2019 FD bid info for Lucus CPR Compression Devices.pdf](#)
 - 4.2. Allocation of Funds for Paving Project on Pool Street
[7-16-2019 Pool Street Paving Project - ORDER.doc](#)
[7-16-2019 Pool Street Paving Project-MEMO.pdf](#)
 - 4.3. Authorization/Renovations at Fire Department/2nd Floor Restroom
[7-16-2019 FD Bathroom Renovations - REVISED ORDER.doc](#)
[7-16-2019 FD Bathroom Renovations - ORDER.doc](#)
[7-16-2019 FD Bathroom Renovations-Backup Docs.pdf](#)
[7-16-2019 FD Bathroom Renovations-Design.pdf](#)
 - 4.4. Approval/2019-2020 Marketing and Advertising Contract with Kenneally & Company
[7-16-2019 Kenneally Associates Media Contract-MEMO.docx](#)
[7-16-2019 Kenneally Associates Media Contract.docx](#)
 - 4.5. Approval/CIP Funds from FY19 Carry Forward Accounts to FY20 Budget
[7-16-2019 Carry Over Funds from FY19 to FY20.docx](#)
 - 4.6. Approval/Allocation of FY20 Capital Improvement Projects
[7-16-2019 Allocation of FY20 CIP-ORDER.docx](#)
[7-16-2019 Allocation of FY20 CIP-projects breakdown.pdf](#)
- 5. Other Business**
- 6. Adjournment**

City of Biddeford
Finance Committee Meeting Minutes
July 2, 2019

The meeting was called to order at 5:00 pm by 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 June 18, 2019 as printed, seconded by Councilor St. Cyr.

Vote: unanimous.

Motion carried 4-0.

The expenditure warrant was not available for review and signature.

Discussion/Approval

Authorization/Construction of Work Space for Opiate Outreach Coordinator at Police Department Using Grant Funds

Motion by Councilor Ready to authorize the construction of work space for Opiate Outreach Coordinator at the Police Department using Grant Funds, seconded by Councilor St. Cyr.

Vote: unanimous.

Motion carried 4-0.

Purchase of Truck Lift at Dept. of Public Works/Sourcwell Contract (NJPA) and Automotive Garage Tools

Motion by Councilor Ready to recommend the purchase of a Truck Lift at the Department of Public Works/Sourcwell Contract (NJPA) and Automotive Garage Tools, seconded by Councilor St. Cyr.

Councilor McCurry explained it is a Federal Bid and the City Manager noted the Council technically has not approved the allocation of the Capital Funds. Jim noted if Council supports this, it implies they support the money coming out of the Capital Allocation.

Vote: unanimous.

Motion carried 4-0.

Other Business

Councilor McCurry asked where the intern is with the Waste Water.

Finance Director, Cheryl Fournier, explained she is almost done with the audit documenting who is and isn't on the sewer system.

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

Vote: unanimous.

Motion carried 4-0.

Adjourned at 5:17 pm.



**CITY OF BIDDEFORD
FIRE DEPARTMENT**

152 Alfred Street
Biddeford, Maine 04005
Tel: 207-282-6632
Fax: 207-283-8243

Chief Scott R. Gagne
Assistant Chief Paul R. LaBrecque
Deputy Chief Kevin D. Duross

06/27/2019

Members of the Finance Committee,

The LUCAS Chest Compression System is designed to deliver uninterrupted compressions at a consistent rate and depth to facilitate return of spontaneous circulation (ROSC). It delivers automated compressions from initial patient contact through transport and delivery to the hospital.

The Biddeford Fire Department is requesting to use Physio-Control/Stryker as a sole source provider and distributor for our LUCAS Chest Compression devices. The Biddeford Fire Department and several departments within the City of Biddeford currently use Physio-Control and Stryker devices to include AEDs, patient stair chairs and cots. Southern Maine Health Care also uses the LUCAS Chest Compression System in the ED so device familiarity and continuation of care can be seamless. Additionally this device is used by or is being purchased by the majority of fire and EMS departments in our area.

The attached quote is the Maine State price for this device for the multiple agencies that are currently in the process of purchasing this device.

Physio-Control is the sole-source provider for our LifePak 15 cardiac monitor/defibrillators, LifePak AEDs and the data review software associated with these devices. Our providers will have a familiar and comfortable implementation period as well as a consistent review process post-deployment.

Physio-Control does not authorize any resellers to sell these products or services in their associated markets. They will not fulfill orders placed by non-authorized businesses seeking to resell their products. Our local Physio-Control/Stryker representative can be contacted if needed.

Thank you for your consideration,

Scott Gagne
Fire Chief



Emergency Care
 11811 Willows Road NE
 P.O. Box 97006
 Redmond, WA 98073-9706 U.S.A.
 www.physio-control.com
 tel 800.442.1142
 Sales Order fax 800.732.0956
 Service Plan fax 800.772.3340

To BIDDEFORD FD
 Attn: Kevin Duross, Deputy Chief
 152 ALFRED ST
 BIDDEFORD, ME 04005
 (207) 468-2936
kevin.duross@biddefordmaine.org

Quote Number 00181238
 Revision # 1
 Created Date 6/24/2019
 Sales Consultant Ryan Loshaw
 (207) 604-9159
ryan.loshaw@stryker.com
 FOB Redmond, WA
 Terms All quotes subject to credit approval and the following terms and conditions
 NET Terms NET 30

Expiration Date 9/22/2019

Product	Product Description	Quantity	List Price	Unit Discount	Unit Sales Price	Total Price
11576-000039	LUCAS Battery - Light Grey - Rechargeable LiPo	3.00	755.00	-135.90	619.10	1,857.30
11576-000047	LUCAS Disposable Suction Cup (12 pack)	1.00	525.00	-94.50	430.50	430.50
11576-000060	LUCAS Battery Desk-Top Charger	1.00	1,235.00	-222.30	1,012.70	1,012.70
11576-000071	LUCAS Power Supply	2.00	391.00	-70.38	320.62	641.24
11576-000090	Grip Tape (3-pack), LUCAS Slim Back Plate	1.00	73.00	-13.14	59.86	59.86
99576-000063	LUCAS 3, v3.1 Chest Compression System INCLUDES HARD SHELL CASE, SLIM BACK PLATE, TWO (2) PATIENT STRAPS, (1) STABILIZATION STRAP, (2) SUCTION CUPS, (1) RECHARGEABLE BATTERY, AND INSTRUCTIONS FOR USE WITH EACH DEVICE. The device can connect wirelessly to the LIFENET System for setup options, post-event report generation and asset management.	2.00	16,190.00	-2,914.20	13,275.80	26,551.60
LUCAS-PCBLENNB-4-POS-UP	LUCAS Service - 4 YEAR. On-site Preventive Maintenance; Ship in ProCare Protect. Up Front Payment. On Site PM; Ship In ProCare Protect Coverage LUCAS Includes: -Preventive Maintenance inspections performed at customer's location by a Stryker Technical Specialist; Repairs performed at nearest available Stryker Service Center -Parts and labor necessary to restore device to original specifications -Annual Preventive Maintenance inspections including quality assurance documentation -Discounts on accessories, disposables, and upgrades -Updates to the latest software version -Preconfigured loaner device provided if needed.	2.00	2,688.00	-403.20	2,284.80	4,569.60

Subtotal	USD 35,122.80
Estimated Tax	USD 0.00
Estimated Shipping & Handling	USD 65.00

Current Sales Tax Rates will be applied at the time of Invoice and tax rate is based on the Ship To location

Grand Total	USD 35,187.80
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	Pricing Summary Totals
List Price Total	USD 42,636.00
Total Contract Discounts Amount	USD -806.40
Total Discount	USD -6,706.80
Trade In Value	USD 0.00
Tax + S&H	USD 65.00

GRAND TOTAL FOR THIS QUOTE
USD 35,187.80

Please provide a company issued Purchase Order that includes Billing and Shipping Address.
PO must reference payment terms of Net 30 days.

- OR -

Required information if no Purchase Order is provided

Billing Address	same as address on quote	Shipping Address	same as Billing Address
Account Name		Account Name	
Address		Address	
City		City	
State	Zip Code	State	Zip Code
Accounts Payable Contact Information			
Accounts Payable Contact		Accounts Payable Phone Number	
Accounts Payable Email		Customer Is Tax Exempt?	Yes No
Authorized Customer Signature			
Name		Signature	
Title		Date	

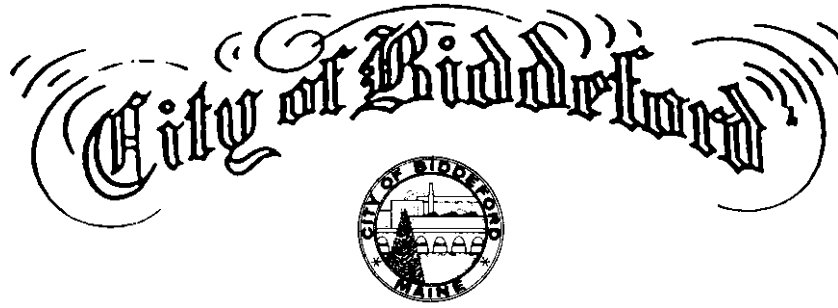
Optional Information:

Special Ship to Address

Comments

For Multiple End Users, please attach a supporting document with End User name, physical location, product type and quantity

Reference Number RL/01650201/209601



2019.69

IN BOARD OF CITY COUNCIL. JULY 16, 2019

BE IT ORDERED, that the City Council of the City of Biddeford does hereby authorize the allocation of paving funds for the Re-claim/Paving Project on Pool Street – covering approximately 1.3 miles from Parkside Drive to Decary Road East.

Through PACTS Municipal Partnership Initiative (MPI), the City is expected to receive \$205,000.00 towards the \$555,936.00 quoted by Shaw Brothers Inc for this project.. The remainder of the funds for this project will be taken out of Account 34161-60604 Road Construction/Improvements.

NOTE: The Finance Committee will consider this item at the July 16, 2019 meeting and vote to recommend approval by the City Council.

MEMORANDUM

July 14, 2019

TO: Finance Committee/City Council
FROM: Jeff Demers /Director Public Works/Waste Water
RE: Pool Road Paving
CC: Jim Bennett/City Manager; Tom Milligan /City Engineer; Alan Casavant/Mayor
SUBJECT: Pool Road Paving.

Discussion

The Public Works Department has received numerous calls over the last year and a half regarding the poor condition of Pool Road, primarily the section from Parkside Drive to the second entrance of Decary Road, heading east bound. This section of Pool Road is classified as a Collector, per the State of Maine Department of Transportation (D.O.T). Under this classification, the City's responsibilities for daily maintenance are as follows: plowing, cold patch, striping, sweeping, tree trimming, signage, etc. The D.O.T is liable for any capital improvements, such as reconstruction and rehabilitation. This work is considered a major repair and not a maintenance issue in anyway. The City has held up their end of the agreement, but has been told numerous times during several meetings with D.O.T officials, that the state cannot fix this road, as it is not programmed in for repair.

Staff has worked out with the D.O.T and Portland Area Comprehensive Transportation System (PACTS) the following: Scarborough is not using \$205,000 of the Maine Partnership Initiative (MPI) of their regional funding for 2020, as they do not have the total funding for a particular project. The other sub region communities are willing to release those funds from Scarborough to Biddeford with an approval from the PACTS policy committee. The communities are willing to hold off paving one year for a project they have ongoing. What that means for Biddeford is that Biddeford would agree not to apply for any regional MPI regional funds until 2021. The cost of paving this section of Pool Street is estimated at \$556,000. Biddeford's total cost would be around \$351,000. The funds would need to come out of the City Road Construction Improvements budget, meaning some of the work in the capital plan would need to be readjusted going into Budget year 2021.

Slated projects with D.O.T

Reconstruction of Main St, Hill St, Water St, and North Dam Mill Entrance to create a four-way intersection and install new traffic signals. Also included is the mill and fill and repaving of existing pavement beginning at Alfred Street and extending easterly 0.28 of a mile to Hill Street. Estimated project cost to be \$1,787,000. The city's share will be 25%, which is \$447,000, plus 100% of any overages.

Precourt Street beginning at Route 1 and extending southeast 0.32 mile to Landry Street. Which was estimated in 2016 to be \$214,643. 75% of the cost will be from PACTS Federal share and 25% to be paid by Biddeford \$53,660.

Recommendation

A couple factors play into staff's recommendation. The section of Pool Road discussed above is not on the radar for the D.O.T going into 2021. With the condition of the road surface as it is today, it is doubtful that it will hold together this winter. If Public Works crews need to put any amount of down pressure on the road with the grader due to icing, they will have a very tough time keeping this section of road intact to the acceptable level of safety needed.

The cost of the project: if Biddeford was to wait another 2 years, with no guarantees that D.O.T will put it in their schedule, the current estimated cost by M.D.O.T would be estimated at around \$1,600,000, with a 25% match needed to be funded by Biddeford. Staff feels the estimated cost for Biddeford would be around \$400,000 with 100% of any overages.

Again, staff feels Biddeford has done its part over the years and has done it well. We do not agree with having to take funds away from our City's roads to pave a state road. Jim Bennett, the Mayor and I have had several conversations on this topic. The mayor has gone as far as getting the State Rep. involved, which resulted in a meeting of 8 reps from D.O.T. and city staff.

Today I have no other solutions to bring forward as the winter months approach. I am requesting that the Finance Committee move this forward to the council as policy decision.

FUNDING

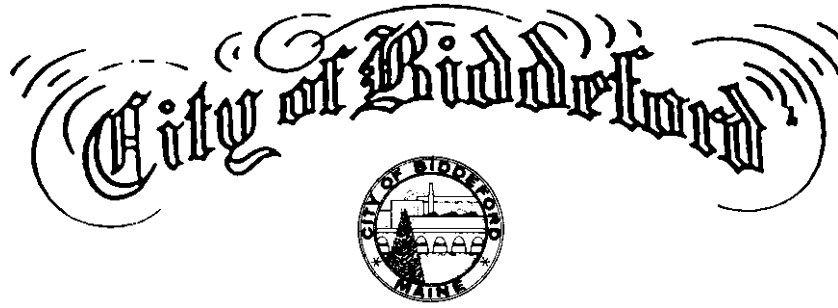
Funding for this project is in the 34161-60604 Road Construction Improvements. As of today with a couple larger projects coming in under the estimated bid price set aside for paving, I do not think the paving program would take a major hit.

Regards,



Jeff Demers

Director Public Works / Waste Water Dept.



REVISED ORDER

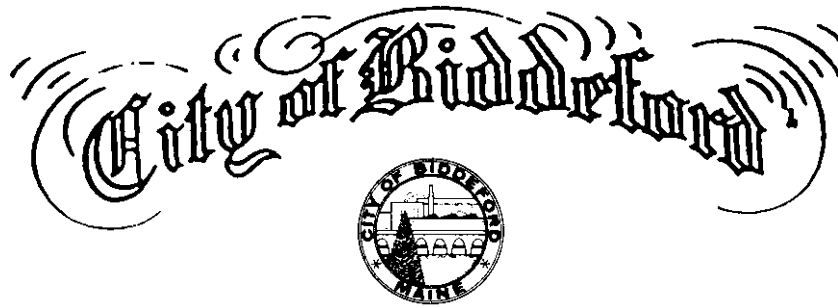
2019.75

IN BOARD OF CITY COUNCIL...JULY 16, 2019

BE IT ORDERED, that the City Council of the City of Biddeford does hereby authorize awarding the Biddeford Fire Department Bath and Shower Room Renovations to Jim Godbout Plumbing & Heating, Inc. in an amount not to exceed \$154,800.00.

Furthermore, authorize Finance to move the following funding to 22004-60936 (Fire Department Improvements) from 22001-60975 (Capital Allocations) \$28,000, 22001-60974 (Miscellaneous Reserve) \$40,076, and 22001-60306 (Other Professional/Consulting reserve) \$5,300. To make a total of \$154,800 in 22004-60936 (Fire Department Improvements) for the project.

NOTE: The Finance Committee will review this item at their July 16, 2019 meeting and vote to recommend approval by the City Council.



2019. IN BOARD OF CITY COUNCIL...JULY 16, 2019
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NOTE: The Finance Committee will review this item at their July 16, 2019 meeting and vote to recommend approval by the City Council.

Memo

To: Members of the City of Biddeford Finance Committee
From: Philip C. Radding
CC: James Bennett, Cheryl Fournier
Date: 7/1/2019
Re: Biddeford Fire House Bath and Shower Room Renovations

Due to the fact that we now have a number of female fire fighters the need to renovate the second floor of the Biddeford Fire station to provide separate shower facilities for both men and woman.

Plans were provided by Caleb Johnson Architects and this went out to bid in April 2018 and was advertised in both the Journal Tribune and the Portland Press Herald as well as the Cities web site. We also had to call a number of different contractors to see if we could generate any interest in this renovation.

The following contractors picked up plans for this job:

Caleb Johnson Builders

Great Falls Construction

Ganneston Construction

Doten Construction

DiMatteo Construction

Two bids were received:

Berkeley Building Company, Portsmouth, NH	\$292,000.00
DiMatteo Construction, South Portland, ME	\$215,000.00

We worked with DiMatteo Construction to see if there was any way to reduce this cost but besides changing tile to a lower cost material they were not willing to reduce their costs substantially.

We had budgeted \$80,000 for this project based on what Caleb Johnson's firms estimated of what this project should cost.

I then had a conversation with Jim Godbout who had bid for both contractors as a subcontractor and after looking over the plans and bids came up with a price of \$154,800.00. to complete this work and this could be less if we don't encounter any unknowns during construction.

I have worked with Cheryl Fournier to see if there were any unspoken funds available to support this renovation. See attached memo concerning available funds.

Because of the need for this renovation I am recommending that this be awarded with Jim Godbout Plumbing and Heating for sum of \$154,800.00.

Jim Godbout Plumbing & Heating Inc.
P.O. Box 365
48 Elm st.
Biddeford, Maine 04005
207-283-1200 fax 207-283-2739
www.jimgodbout.com

October 22, 2018

City of Biddeford Fire Department
Biddeford, Maine
pradding@biddefordmaine.org

Proposal for Biddeford Fire Station Baths Remodel

We shall cut and cap plumbing and baseboard heating lines to 2nd floor baths and heat lines in way of rooms to be constructed. Demo and dispose of properly.

Demo existing walls and doors as needed to remodel and add bathrooms.

Frame new walls ready for mechanicals, moving one wall adjacent to bedroom, EMT storage, TV room door shall stay as situated, install closet in womens bath, move wall for janitors closet to install washer connection.

We shall do all jack hammering and core drilling to get plumbing services to proper locations. All necessary chase ways for piping shall be by others—some lines may need to be upsized.

Install rough and finish plumbing for below:

Janitor's Room- walls extended into existing bedroom.

Furnish and install plumbing for mop basin with faucet, one washer box and one floor drain.

Men's Rooms-two

Furnish and install two Kohler water closets with seats and electronic valves, One ADA. Furnish and install two lavatories with Kohler faucets, One ADA. Furnish and install three shower stalls, one ADA with valves complete with shower head, slide bar and hand shower in custom showers. Furnish and install two floor drains.

Women's Room- one

Furnish and install two Kohler ADA water closets with seat and electronic valves. Furnish and install two lavatories with Kohler faucets, one ADA. Furnish and install one ADA shower stall with valve complete with shower head, slide bar and hand shower in custom shower. Furnish and install one floor drain.

Install all rough and finish drainage, venting in sch. 40 PVC.

All penetrations shall be fire caulked per code.

Install drywall, prime, paint 2 coats on all walls

Install solid core composite doors which have two coats of paint with new hardware and trim.

Install new suspended ceilings to match as close as possible to existing ceilings

Remove VCT flooring and install all new VCT flooring in disturbed areas.

Install rough and finish electrical to meet code with MC, install new light troughers for each bathroom ceiling grid which shall be switched LED fixtures.

Install bathroom ventilation ducted to existing duct system, operated by switches in each space.

Install three custom vanities made to meet ADA compliance, these shall have stone tops with undermount bowls,

Install vinyl cove base moulding after flooring is installed.

We shall install hot water panel radiators in both baths and Janitors room as required connecting to existing heat supply and return manifolds.

Temporary Shower equipment room

Install 36" one-piece shower with shower valve in 1st floor storage area on built up platform constructed by others. We shall core drill concrete wall to tie into water and drain lines of service sink in adjacent room

HVAC

Relocate HVAC duct as needed for walls being moved.

Provide dust protection to HVAC systems return air ducts

We are responsible for all demo disposal and cleanup, trying to keep house as clean as we can providing dust protection.

Work to conform to all state and local codes

Price includes all permits.

Total project cost- \$154,800.00

Radding, Philip C.

From: Fournier, Cheryl
Sent: Monday, July 1, 2019 10:25 AM
To: Radding, Philip C.
Subject: FW: possible money

See below, there is also \$81,423.54 in 22003-60936

Cheryl Fournier
Finance Director

City of Biddeford
(207) 284-9333

www.biddefordmaine.org

From: Fournier, Cheryl
Sent: Wednesday, September 5, 2018 5:02 PM
To: Radding, Philip C. <Philip.Radding@Biddefordmaine.org>
Subject: possible money

22001-60975 Allocation for Capital Improve \$28,000 been there since 2017 (2016 carryforward)
As of June 30, 2019 there is still \$28,000
22001-60974 Miscellaneous Reserve Account \$54,199 been there since 2017 (2016 carryforward)
As of June 30, 2019 there is still \$43,874
22001-60961 Charter Revision Commission \$12,490 been there since 2016 (2015 carryforward)
As of June 30, 2019 there is still \$0
22001-60306 Other Prof/Consult reserve \$5,300 been there since 2013 (2012 carryforward)
As of June 30, 2019 there is still \$5,300

Cheryl Fournier
Finance Director

City of Biddeford
(207) 284-9333

www.biddefordmaine.org

BID FORM

Renovations for The Men's and Woman's Bathrooms Biddeford Fire House, Biddeford, Maine

The undersigned Contractor agrees to perform the services indicated in the above scope of work and on the Attached Contract Documents for the lump sum amount of:

BASE BID AMOUNT \$ 215,000.00

BASE BID AMOUNT IN WORDS \$ TWO HUNDRED
AND FIFTEEN THOUSAND.
ALTERNATE #1 ADD \$ 20,750.00

PREPARED BY: MICHAEL DIMATTIO

TITLE: OWNER/MANAGER

COMPANY: DIMATTIO CONSTRUCTION MANAGEMENT

PHONE NO: 767-7910

EMAIL: DIMATTIOCRIS@YAHOO.COM

DATE: APRIL 11, 2018

EXCLUSION: NO HAZARDOUS MATERIAL ABATEMENT
QUALIFICATION: WE CAN'T START PROJECT UNTIL
SEPT 5, 2018.

clearly marked with the name and address of the bidder, and the name of the project:

Philip C. Radding, Director of Facilities, City of Biddeford

205, Maine Street, Biddeford, Maine 04005

(Phone 207-571-1602 Email: Philip.Radding@biddefordmaine.org)

All questions concerning the project should be sent via email and will be answered to all contractors who hold plans and specifications by Friday April 9, 2018 by 4:00 PM.

A performance bond of 10% of the total cost of the project will be required from the Contractor awarded the bid.

The City of Biddeford is an affirmative action/equal opportunity employer (AA.EOE), and encourages participation from certified minority and woman-owned businesses

Certificate OF Eligibility For

Renovations for the Men's and Woman's Bathrooms –Biddeford Fire House

Biddeford, Maine

This form must be completed by and submitted by Prospective Contractors and their subcontractors who wish to be considered for this work. Failure to complete the certificate of eligibility will result in disqualification of the prospective contractor. Attachments to this sheet are acceptable (please properly label) Each subcontractor should submit a separate form.

1. Name and address of Firm.

DIMARCO CONST. MANAGEMENT (Name)

231 FRONT ST., SO. PORTLAND, (Address)

ME 04106

2. Has your firm or any predecessor firm defaulted on a contract or had work terminated for non-performance within the last five (5) years? NO

If so, on a separate sheet describe the project, owner, date and circumstances/reasons

3. Has your firm or any predecessor firm been denied a concern of surety, a bid bond, or a performance bond within the last twelve (12) months? NO

If so, on a separate sheet describe the circumstances/reasons.

4. Provide the following on all current projects in progress: (Use additional sheets as necessary.)

Project Name:

SEE ATTACHMENTS

Location:

Owner:

Phone:

Architect/Engineer

Phone:

Contract Amount: \$

Scheduled Completion Date:

Project Name:

Location:

Owner:

Phone:

Architect/Engineer:

Phone:

Contract Amount: \$

Scheduled completion Date:

Project Name:

Location:

Owner:

Phone:

Architect/Engineer: _____ Phone _____

Contract Amount: \$ _____

Scheduled completion Date: _____

BID FORM

Renovations for The Men's and Woman's Bathrooms Biddeford Fire House, Biddeford, Maine

The undersigned Contractor agrees to perform the services indicated in the above scope of work and on the Attached Contract Documents for the lump sum amount of:

BASE BID AMOUNT

\$ 292,000

BASE BID AMOUNT IN WORDS

\$ Two Hundred Ninety Two Thousand
Dollars.

PREPARED BY: Michael Cupozzi

TITLE: Vice President

COMPANY: Berkeley Building Company

PHONE NO: 603.433.3353

EMAIL: mc@berkeleybuildingcompany.com

DATE: April 20, 2018

clearly marked with the name and address of the bidder, and the name of the project:

Philip C. Radding, Director of Facilities, City of Biddeford

205, Maine Street, Biddeford, Maine 04005

(Phone 207-571-1602 Email: Philip.Radding@biddefordmaine.org)

All questions concerning the project should be sent via email and will be answered to all contractors who hold plans and specifications by Friday April 9, 2018 by 4:00 PM.

A performance bond of 10% of the total cost of the project will be required from the Contractor awarded the bid.

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Certificate OF Eligibility For

Renovations for the Men's and Woman's Bathrooms –Biddeford Fire House

Biddeford, Maine

This form must be completed by and submitted by Prospective Contractors and their subcontractors who wish to be considered for this work. Failure to complete the certificate of eligibility will result in disqualification of the prospective contractor. Attachments to this sheet are acceptable (please properly label) Each subcontractor should submit a separate form.

1. Name and address of Firm.

Berkeley Building Company (Name)

104 Congress St., suite 301 (Address)

Portsmouth, NH 03081

2. Has your firm or any predecessor firm defaulted on a contract or had work terminated for non-performance within the last five (5) years? NO
If so, on a separate sheet describe the project, owner, date and circumstances/reasons
3. Has your firm or any predecessor firm been denied a concern of surety, a bid bond, or a performance bond within the last twelve (12) months? NO
If so, on a separate sheet describe the circumstances/reasons.

4. Provide the following on all current projects in progress: (Use additional sheets as necessary.)

Project Name: Raymond Bisson Phase 2
Location: 70 Rochester Hill Rd, Rochester, NH
Owner: State of NH Phone: 603.271.1643
Architect/Engineer: Architechnology Phone: 603.934.6300
Contract Amount: \$ 1,550,000
Scheduled Completion Date: 5/15/2018

Project Name: Altitude North Attleboro
Location: 1505 So. Washington St. No. Attleboro, MA
Owner: Steve Banker Phone: 508.776.4857
Architect/Engineer: phase zero design Phone: 781.452.7121
Contract Amount: \$ 1,000,000
Scheduled completion Date: 7/1/2018

Project Name: Union Club of Boston
Location: 78 Park St., Boston, MA
Owner: Bryant Lemier, GM Phone: 617.227.0589

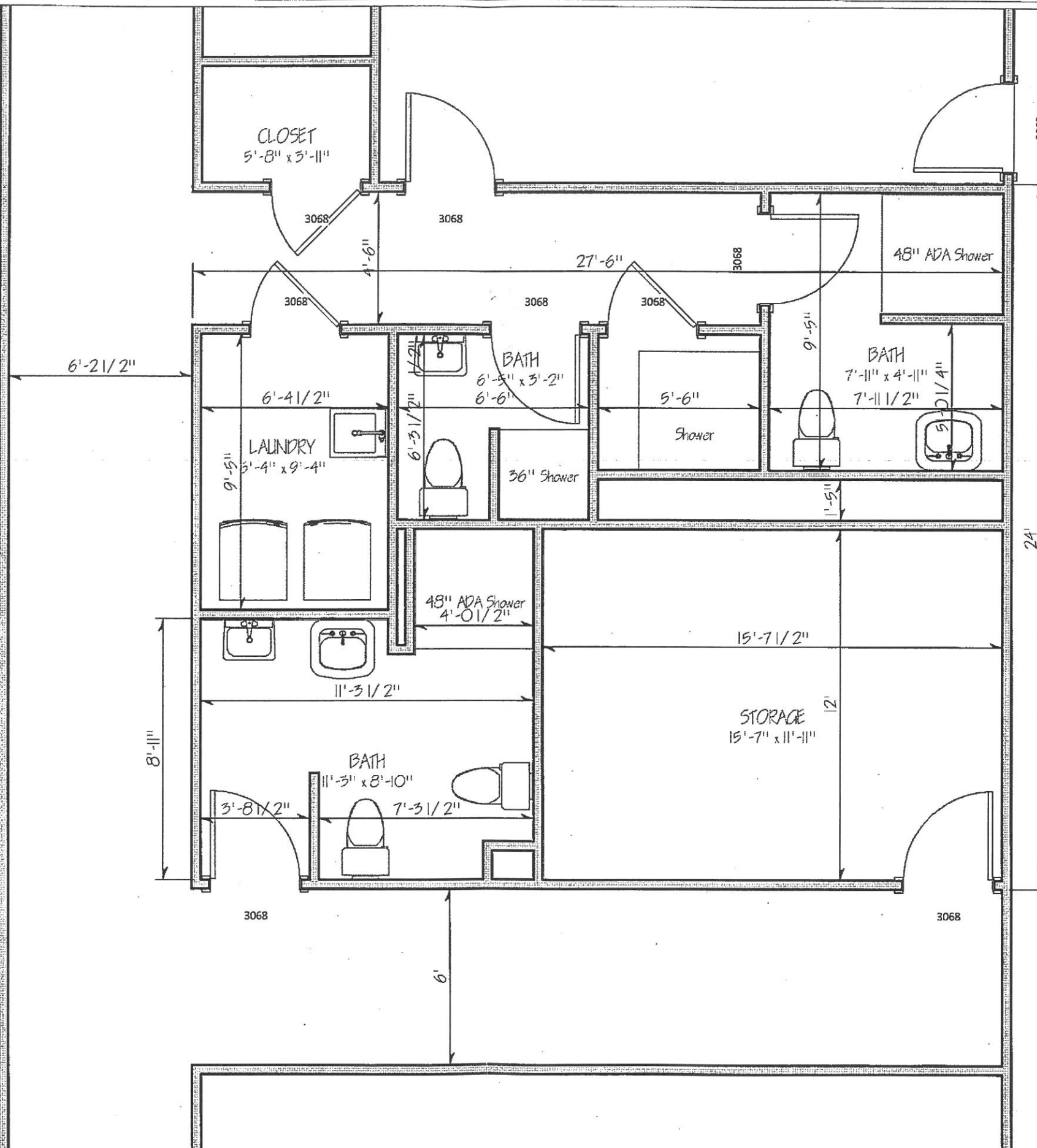
Architect/Engineer: John Cunningham Phone 617.957.0266
Contract Amount: \$ 450,000
Scheduled completion Date: 7/30/2018

Han V. ~~AV~~

Biddeford Fire Department

152 Alfred Street | Biddeford

Phone #
(207) 282-6632

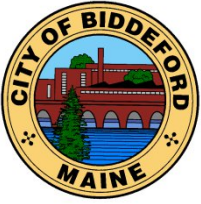


Drawn by: AAG

10/11/2018

Page: 1

Carl A. Goodwin, Inc.



CITY OF BIDDEFORD

ECONOMIC and COMMUNITY DEVELOPMENT DEPARTMENT

Mathew Eddy
Director, Planning and Development
205 Main Street
Biddeford, ME 04005
Mathew.Eddy@biddefordmaine.org
207-282-7119

To: Biddeford City Council-financing Committee
From: Mathew Eddy

Date: July 10, 2019

Subject: Kenneally Associates: 2019- Media Contract

Attached, please find the new contract for Kenneally Associates for the next fiscal year. During the budget process, we reported on the media activities we participated in. Below, you will find some examples of what we have done. We have also been tracking our success rates in meeting our targeted markets and plan to continue both the implementation and evaluation of that program in the next year.

Through experience, we have found that we must remain somewhat fluid to take advantage of success stories, events, or other positive activities that we can build on. We meet quarterly with Jennifer and set an agenda based on what we have recently experienced and what we anticipate happening in the next three months. We will continue this process, operating within our budgeted amount of \$25,000.

Cc Brad Favreau
Jennifer Kenneally, Kenneally Associates

Examples of Recent Media Campaigns:

Kenneally & Company Marketing and Advertising

- :30 second commercial featuring downtown businesses
- :30 second commercial featuring businesses
- 4 minute video featuring Biddeford + Saco for the Mereda Conference
- (4) :15 second commercials for local businesses and helped put together advertising campaign for them
- Photography and print ad for the Biddeford + Saco Chamber of Commerce
- Photography and print ad for the City Theater
- Photography and print ad for the Maine Magazine
- Media buying for Spectrum and Online
- Banner ad design for Mereda conference
- Photography and post card design
- Designed bags for Mereda conference
- Volunteered at the Maine Biz Revolution event
- Photography, design and print rack card
- Created new logo for the Economic Development department
- Monthly marketing meetings and consultation

Television Campaign:

- Flight Dates: August to January
- 5,153 commercials aired on Spectrum Cable
- Subscribers to Spectrum: 250,000 households in Portland and York County

Online Campaign: Banner ads for targeted marketing

- Flight Dates: August-January
- 600,669 impressions delivered
- 20,463 engagements
- 500 web site visits
- Top placement on the following: Newyorker.com, yahoo.com, bostonherald.com, usatoday.com, businessinsider.com,
- Geography: Top 10 include Portland, Kennebunk, Wells, Sanford, Scarborough, Lewiston, South Portland, Saco, Biddeford and Cape Elizabeth

Maine Biz Magazine

Professional Maine Magazine reaching business owners, bankers, professionals, lawyers, and commercial developers. Nice to have a presence once or twice a year (plus editorial).

CTM Media Distribution: Cabela's in Scarborough

- Rack card featuring local businesses & recreation in Biddeford
- Estimated tourism May-Aug is 320,000+
- Tourism is the number 1 recruitment for people to move and work in Maine. Nice option for a layered approach to reach visitors and invite them to Biddeford.



KENNEALLY & COMPANY

Creative Branding. Affordable Advertising.

Kenneally & Co
PO Box 1153
Biddeford, ME 04005

May 16, 2019

Mathew Eddy and Brad Favreau
205 Main St
Biddeford, ME 04005

Re: Proposal for 2019-2020 Marketing and Advertising

Dear Mathew and Brad,

Thank you for the opportunity to partner with you on the marketing and advertising for the City of Biddeford. I thought about our conversation, and am excited to present the following ideas to help the City of Biddeford and the Economic Development department reach your goals.

Here are the top 5 reasons to outsource your marketing and advertising:

1. In-house staff costs more than their wages: The true cost of keeping in-house marketing staff includes payroll taxes, workers compensation, insurance, paid holidays, sick time and vacations, professional memberships, licenses and other benefits. Use your employees to do what they know best—support economic development for the Biddeford region.
2. Marketing tools can be expensive: For marketing professionals, computer hardware with adequate hard drive storage, graphics and office software and online tools can be very expensive, running into the thousands of dollars.
3. Office space: Furniture, telephone, and supplies add further expense.
4. Training cost: Learning new software and current marketing trends/practices is necessary to keep the organization at the front of the marketing curve.
5. Combined expertise: Marketing expertise involves many skills. Our small agency has years of marketing and advertising experience.

The City of Biddeford will contract with Kenneally and Company to serve as its marketing and advertising agency. At Kenneally and Company, we pride ourselves on a few key aspects, including education (we want you to understand our recommendations and will teach you about advertising), we share ideas and successes (You may not have heard about us, but I guarantee you've heard about our clients. That is what we want to be known for.) and we are affordable (We believe you

have to have money left to advertise. What good is a new video if no one sees it?) We will meet once per month to focus on the needs of Biddeford.

Key Contacts at Kenneally & Company:

Jennifer Kenneally, Bachelors of Science in Business Administration from Husson University and MPA from Norwich University. For several years, I worked for different television stations selling advertising, both short format and long format. In addition, I've worked several years in human resources, payroll, customer service, and merchandising. With a wide array of work experience, it gave me the experience and knowledge to work for myself. In 2011, we opened a new division to Kenneally & Co with the marketing and advertising.

John Kenneally, Bachelors of Arts from University of Maine and MBA in Finance from University of Connecticut. John started Kenneally & Co as a training and strategic marketing company. Some of the trainings include customer service and management trainings for various banks and non-profit organizations. He has helped write many business plans for clients. For over 20 years, he taught at Husson University, Colby College, University Southern New Hampshire and Thomas College. Four years ago, he accepted a full-time faculty position at St Joseph's College in Standish. The workload at the college enables him to work a significant amount for Kenneally & Company.

Ethan Cox: Ethan is a freelance creative guru with experience in videography, photography and design. You'll love the creative we come up with!

In addition to the team, I'll provide you with all the contact information for the vendors we use for video production or other projects.

Kenneally & Company will provide a marketing plan to accomplish the following:

- Brand the City of Biddeford as Maine's Youngest City
- Execute a recruitment campaign to bring new employees and businesses to Biddeford
- Conduct a travel and tourism campaign
- Collaborate with businesses and partners to maximize awareness
- Support the existing businesses to help them grow by offering additional educational classes

Each month, we will have an agenda and action items to accomplish and to keep on track with marketing and advertising. This ensures that your valuable time is spent growing Biddeford and we give you the marketing tools to succeed.

Our agreement **includes**:

1. Media buying: With hundreds of options on purchasing media, using an expert to negotiate price, arrange placement, and determine metrics for measurement is essential. Based on the City of Biddeford's advertising budget, we will maximize your investment. We will also take all the vendor calls to save you time and money. I have a relationship with many of the television, radio, print, and other vendors. Recommendations for possible advertising budgets are listed below.

2. Video creation: Creative video is the #1 most important aspect to any advertising campaign. It can be used with social media, on television, at trade shows, on websites, and more. Never underestimate the power of video. **We recommend (1) long format video and (4) :30 second videos.**
 - a. A long format to tell a story which includes the school, broadband, business opportunities and lifestyle (again, following the theme of Biddeford's Youngest City)
 - b. A mix of testimonial & storytelling :30 second commercials of "Why Biddeford"
3. Social media: Continue to use social media (Facebook, Instagram, and Pinterest), consistently. It is recommended to have a minimum budget for paid advertising for these mediums. Also, continue to grow your e-mail database and send out month email updates.
4. Photography: Again, photography is almost as important as video. The old saying that a picture is worth a thousand words still rings true today (maybe even more so since people's attention span is getting shorter and shorter). We will use the video shoots as an opportunity to shoot photographs also. This will give us a layered approach so you see campaigns with video and photography. Additional photography will be used, as needed.
5. Strategy and setting goals to help keep commitments: This is an important role. 90% of my work is helping clients stay on track with their commitments so that important priorities don't get pushed to the side. When we put the marketing and advertising plan in place, we'll contact the businesses to set up the shoots, we'll write the scripts, edit them, and get them out to the public. There are so many great stories to share, let's not miss the opportunities.
6. Trade shows/booths: Attending trade shows, networking, and reaching new potential clients who are in the market for a space to work is another way to grow Biddeford. Look at new potential sponsors, such as Live and Work in Maine, On the Road with Maine Biz, Travel and Tourism shows in Boston/Quebec, Start Up Maine, Build Maine. We can design new banners, as needed.
7. Collaborate with partners: We believe in a collaborative approach to work with businesses, the Chamber of Commerce, Grow Smart Maine, Heart of Biddeford and any other groups to maximize the effectiveness of the outreach. We also like to eliminate duplication.
 - a. Example: A magazine is doing an article on Rumford and asks for your sponsorship but the Chamber of Commerce is already doing an ad. Let the Chamber run with this one and we get the next (eliminating duplicates).
8. Tri-fold brochures: Create (1) tri-fold brochures. One side for branding/economic development and one for recreation & guests. We will use CTM media to distribute the brochures for the travel and tourism. The branding/economic development brochure will be distributed at networking meetings.

Investment for Kenneally and Company:

July-Sept	\$3,000	due July 1st, 2019
Oct-Dec	\$3,000	due Oct 1st, 2019

Jan-March	\$3,000	due Jan 1st, 2019
April-June	\$3,000	due April 1st, 2020

Total:	\$12,000 prepay discount (\$1200)	\$10,800
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Retainer Fee for vendors: 14,200
\$7200 Spectrum Cable Television advertising
\$2000 Maine Biz
\$1000 Rack Cards, Print Distribution
\$2000 Banners
\$2000 To be determined (approved by Mathew and Brad)

I will pass along my agency discount to ensure you receive the best net pricing. This also ensures that I am spending minimally dollar wise but maximizing investments (if I were working on commission like some agencies do, the recommendation to spend more may be inflated.). All contracts are reviewed and signed for approval and due net 30. A 5% discount for prepaying the first 6 months or a 10% discount for prepaying for the year is available.

Sincerely,
Jennifer Kenneally

Jennifer Kenneally, Owner
Kenneally & Company

Client Signature:

Mathew Eddy, Director of ED
City of Biddeford

Examples of Kenneally & Company work:

For the City of Saco, we produced (wrote, shot and edited) 3 bond question videos in 2016. We also provided a marketing plan to help get the information out to the citizens of Saco. All three bond questions passed (in the past, they had been turned down twice).

For the City of Saco, we produced (wrote, shot and edited) 6 charter change videos in 2018. We also provided a marketing plan to help get the information out to the citizens of Saco. All 6 charter changes were passed.

<https://www.youtube.com/channel/UC7offgWUusu3KM1Dn0K7gNw>

For Blue Rock, we produce the following:

<https://www.bluerockmaine.com/>

<https://www.youtube.com/watch?v=llfu-5av0wc&feature=youtu.be>

Here's a print ad with the photography and editing.

For the City of Biddeford, Here's a long format piece and short format we produced:

<https://www.youtube.com/watch?v=Cmlvso3F8I>

<https://www.youtube.com/watch?v=Z8M0vtAM2Qs>

For the town of Windham, in April they decided to open a Farmer's Market again. Here's the logo we designed with the Facebook page:

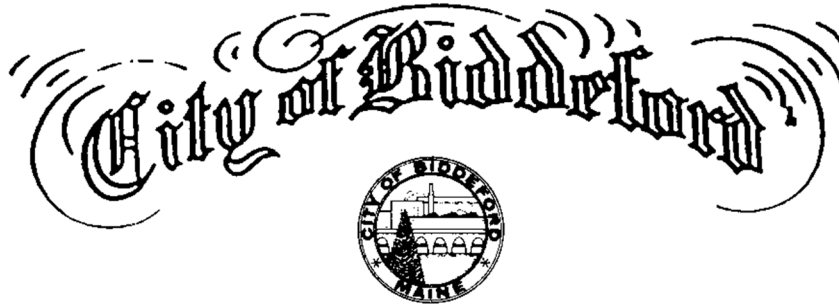
Time 4 Printing (a local company in Windham) produced sandwich board signs and additional signage around town. The Farmer's Market had about 125 clients per week in a 5 hour window. This year, we are working to get more residents and tourists to visit the market.

<https://www.facebook.com/TamiRLMT/>

Logo design for a new company: Maine Massage and Wellness

(Notice the color, movement in the swirls, the State of Maine as the "A") Lots of details and the client loves it.

<https://www.facebook.com/TamiRLMT/>



2019.70

IN BOARD OF CITY COUNCIL...JULY 16, 2019

BE IT ORDERED, that the Finance Director is authorized to create dedicated reserve accounts under the listed fund balance accounts, and transfer remaining balances identified from the FY 2019 Budget to said dedicated accounts as herein named in amounts not to exceed those stated, as of June 30, 2019 deducting any encumbrances:

10013-30101, General Fund Assigned Fund Balance

<u>FY19 Account #</u>	<u>Description</u>	<u>Amount</u>
21128-60859	DDC	2,269
21201-60904	City Hall Improvements	100,000
21201-60907	IT Improvements	12,500
21121-60450	City Buildings Security evaluation	50,000
21123-60450	Community Center	60,000
21185-60754	Debt Principal (used for paydown on vehicles)	90,000
21186-60755	Debt Interest (used for paydown on vehicles)	20,000
21202-60940	Mayfield Middle Field	4,500
21202-60923	Court Resurface	18,500
21202-60991	Park Security Camera	10,000
21202-60922	Clifford Park MCC	5,000
21202-60950	Rotary Park Improvements	18,500
21202-60990	Mayfield Playground Equipment	12,000
21202-60992	Park Signage	3,852
21202-60910	Rotary Beach	50,000
21202-60989	Park Benches	2,304
21204-60604	Road Construction (projects in design, construction ongoing)	46,424
21204-60925	PW Equipment Lease – wastepacker/plow truck	225,849
21204-60979	Saco River Projects	50,000
	Total	781,698

16013-30101, Wastewater Assigned Fund Balance

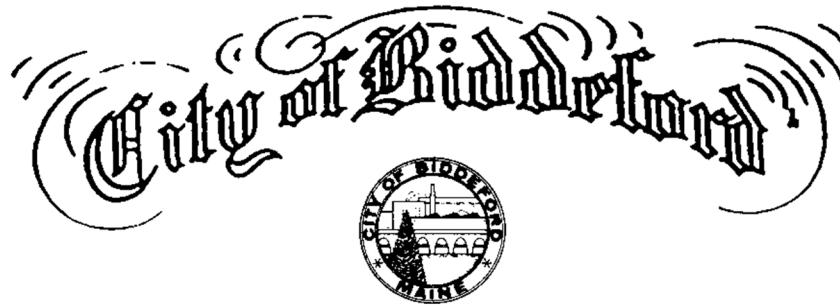
<u>FY19 Account #</u>	<u>Description</u>	<u>AMOUNT</u>
35101-40250	Inflow & Infiltration Reserve (Sec 70-170)	60,876
	Total	60,876

FY2019 Budget Amendment: Move 3 kiosk machines from the Parking Fund to the Pool Beach Improvement Fund, as 3 kiosks are being used for beach parking.

<u>FY19 Account #</u>	<u>Description</u>	<u>AMOUNT</u>
31234-60330	Decrease Expense Equipment Rent by	17,794
31106-60330	Increase Expense Equipment Rent by	17,794
	The purchase of 15 kiosks were posted to the Parking Fund, when in fact the Pool Beach Fund is using 3 of those kiosks.	0

BE IT FURTHER ORDERED, that the City Manager be authorized to expend from the above dedicated reserves for expenses related to on-going project costs as approved in accordance with the Purchasing Code, and authorize the movement of 3 kiosks to the Pool Beach Fund.

NOTE: This item will consider this item at the July 16, 2019 meeting and vote to recommend approval by the City Council.



2019.

IN BOARD OF CITY COUNCIL..JULY 16, 2019

BE IT ORDERED, that the City Council of the City of Biddeford does hereby approve the Capital Improvement Projects Master Plan allocation for FY20, in the amount of **\$1,059,520** as recommended by the Capital Projects Committee. (see attached list)

Capital Projects/Operations Committee FY2020 Proposed CIP Allocations

Airport		Priority	Requested Amount	Proposed Allocation	Additional CIP
AIR-04	PAPI Design (10% grant match)		10,000		
AIR-05	QT Pod Model M4000 Self-Serve Fueling	FY19	12,295		
AIR-06	Remaining Funding Permitting and Planning (10% grant match)		10,000		
			32,295	-	-
City Hall			Requested Amount	Proposed Allocation	Additional CIP
Finance/Tax					
CH-01	Citizen Self Serve-Munis (replace Invoice Cloud-in operating budget)	Op Budget	11,200		
General Government					
CH-03	Saco River/Wood Island Debris		25,000		
CH-16	Riverwalk (not including retaining wall ENG-11)		2,500,000		
Human Resources					
CH-04	Employee Self Serve-Munis		10,446	10,446	
Technology					
CH-05	Bomgar Appliance Replacement	#6	2,500	2,500	
CH-06	Desktop Computer Refresh		21,338		
CH-07	File Server Replacement	#5	91,000	91,000	
CH-08	Hyperconverge Equipment Mgmt Program	#1	9,600	9,600	
CH-09	MS Office Replacement Program	#2	6,435	6,435	
CH-10	Phone System Upgrad	#4	18,500	18,500	
CH-11	Switch Replacement Program	#3	12,496	12,496	
CH-12	Universal Power Supply (UPS)	#7	5,817	5,817	
CH-13	WiFi Device Replacement Program	#8	12,100	12,100	
CH-15	Gateways	#9	25,000	6,106	
			2,751,432	175,000	-
Engineering			Requested Amount	Proposed Allocation	Additional CIP
ENG-03	Elm and Pearl Intersection Improvements		75,000	75,000	
ENG-04	Green Infrastructure - Install LID		100,000		
ENG-09	Morin Street Improvement Project		200,000	200,000	
ENG-10	River Wall Repair - Mechanics Park		50,000	50,000	
ENG-12	Thatcher Brook 319		84,000		
ENG-13	Thatcher Brook Watershed Mgmt Plan Phase II		73,160		
ENG-N1	Pearl St Sidewalk & Lighting		200,000		
			782,160	325,000	-
Facilities			Requested Amount	Proposed Allocation	Additional CIP
FAC-11	Fire Department-Building Repairs	#3	10,000		
FAC-15	May Field-LED Lights	#4	8,475		
FAC-20	Public Works-Salt Barn Lean To Addition	#1	135,000		
FAC-N1	Community Center - Architecture	#2	150,000		
			303,475	-	-
Fire Dept			Requested Amount	Proposed Allocation	Additional CIP
FD-03	EMS CPR Compression device	#1	40,000	38,000	
FD-07	Portable Radio Replacement	#4	20,000		
FD-08	Respirator fit testing machine	#2	10,000	10,000	
FD-09	Thermal Imagers	#3	18,000		
			88,000	48,000	-
McArthur Library			Requested Amount	Proposed Allocation	Additional CIP
ML-02	Carpeting Replacement		5,000		
ML-05	Painting of 1863 Entrance		3,900		
ML-06	Painting of Public Stairwell		1,100		
			10,000	-	-

Police			Requested Amount	Proposed Allocation	Additional CIP
PD-01	Locker Room & Office Space Upgrade		40,000	40,000	
			40,000	40,000	-
Public Works			Requested Amount	Proposed Allocation	Additional CIP
Public Works	003 Pickup	#6	30,000	30,000	-
Public Works	080 Single Axel Dump Truck	#7	160,000	32,000	-
Public Works	036 Street Sweeper	#4	204,000	32,000	100,000
Public Works	057 Single Axel Plow Truck	#5	180,000	30,000	150,000
Public Works	Add Sidewalk Paver	#2	38,000	38,000	-
Public Works/WW	Add Roll-Off Truck	#3	210,000	32,000	178,000
Police	210 Car for Detective	#8	28,560	28,500	-
Police	211 Car for Detective	#9	28,560	28,500	-
PW-01 [Note]	5 Year Vehicle/Equipment Replacement Program		879,120	251,000	428,000
PW-02	Capital Paving Program		1,306,736	388,547	300,000
PW-05	Tree Management Plan		20,000		
			2,205,856	639,547	728,000
Recreation			Requested Amount	Proposed Allocation	Additional CIP
REC-02	Clifford Park MCC	#5	6,000	6,000	
REC-10	Martel Field Safety Fence	#7	18,000		
REC-11	Martel Field Backstop	#6	60,000	43,000	
REC-30	Safety Bleachers with concrete pads	#8	22,000		
REC-33	St Louis Backstop Field II	#1	75,000	75,000	
REC-36	St Louis Flagpole	#4	5,000	5,000	
REC-37	St Louis Remote Lighting	#3	11,000	11,000	
REC-38	St Louis Street Fencing	#2	60,000	60,000	
	Recreation Allocation				
REC-N1	City Manager Adjustment		(57,000)		
			200,000	200,000	-
Total to Approve			6,413,218	1,427,547	728,000
Public Works - Approved July 2, 2019 Order #2019.68					
PW-06	Truck Lift	#1	160,000	88,000	72,000
Grand Total			6,573,218	1,515,547	800,000
Note:					
General Fund	See detail above		879,120		
School Dept.	418 School Bus		90,200		
School Dept.	422 School Bus		90,200		
PW-01	Total FY2020 CIP Program		1,059,520		