

City of Biddeford
Downtown Development Commission
April 02, 2018 6:30 PM City Hall
Conference Room 2nd Floor

- 1. Roll Call**
- 2. Welcome Guests**
- 3. Approval of Minutes**
 - 3.1. March 5, 2018 Downtown Development Commission Meeting Minutes
[3-05-2018 DDC Meeting Minutes.doc](#)
- 4. Budget Report**
 - 4.1. FY17 Budget Encumbered Balance: \$4015.38

FY19 - Submitted \$5000 request by DDC
City Manager recommends \$2500
Letter to City Council supporting a Downtown budget
Budget Committee Meeting Invite for April 12th
 - 4.2. Budget Advocacy Memo
[4-02-2018 Budget Advocacy Memo.pdf](#)
- 5. Chairman Follow-ups/Updates**
 - 5.1. Downtown Construction Updates
Claudette Lessard, former DDC Commissioner - Memorial Bench Plaque
Meeting Protocols
- 6. Old Business**
 - 6.1. WiFi - Brad Favreau, Economic Development Coordinator
Parking Management Plan Review - DDC Advocacy Role
Other
[Parking Management Plan Review 2018.doc](#)
- 7. New Business**
 - 7.1. Sub-committee tasks (re: Downtown Goals):
Parking/Main Street Construction/RiverWalk/BRE/Façade/Cleaning/Gateways
- 8. Next Meeting**
 - 8.1. May 7, 2018
- 9. Adjourn**



Commissioners Present: Clearwater, Dubois, Droggitis, Durkin, Edwards, Foley, Nielson, Schlaver, Swan [QUORUM]

Commissioners Absent: n/a

City Representative: Eddy, Favreau

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I • Welcome New Commissioner: Susan Swanton

II • New Officers: **Chair – Bill Durkin** (Move: Schlaver, Second: Droggitis; unanimous)
Vice Chair – Julian Schlaver (Move: Droggitis, Second: Dubois; unanimous)
Secretary – Stephanie Edwards (Move: Dubois, Second: Schlaver, unanimous)

III • Vote to approve Feb 2018 Minutes
[Moved: Foley, Second: Clearwater, Vote: Unanimous]

IV • Reports

• Budget

\$4015.38 remaining from FY17
Hold on for a couple months to see if Overlook Plaza tables will work out.
FY19 – Submitted for \$5,000
Presentation of budget March 6; Budget Committee begins March 8
DDC Budget memo –
- Foley – agenda/budget online, will alert DDC; Clearwater will cross reference line items for DDC memo; Edwards will send to entire Council by Thursday March 8 (and will resend
- Whole Council – contactallcouncilors@biddefordmaine.org
Things to check – “Clean Team”; Beautification lines; DDC and DTF priorities

• Main Street Planning

Council to vote March 6; vote on Parking (location and development), Adams/Lincoln intersections improvements, Lincoln Mill improvements
Parking Discussion
Schlaver – impacted business owners; mixed plan with attention to detail; urge involvement in process in cooperation with downtown stakeholders; Need to balance restaurant and business use as well as residential
DDC – potential host of future parking impact/business owner feedback events

Motion to write a memo: Clearwater; Second: Schiavello

Discussion: Edwards – will draft general memo re: support of expanded parking development (e.g. garage) as part of city parking needs especially in the downtown, with community involvement and including blended use of stakeholders (businesses; residents, etc), also DDC will volunteer as body for feedback, mixed time parking, including due process including all downtown needs; (NOTES: about half spots are committed; general questions and comment from commissioners; Greg from Economic Dev will attend next DDC for more information and feedback)

Vote: Unanimous (Foley abstain)

Discussion: re: including location in memo (no – concerns re: sequencing of roll out and how all stakeholders are involved)

V • Old Business and City Business

- **WiFi**

Favreau update: 265 Main Street (Flood, Axiom, and electrician will meet tomorrow 3/6 for quote on fiberoptic and electric needs for roof); then GWI technician will come over to turn it on; then signs will be made (Sponsor New England Cancer Specialists have agreed, signed and paid)

- **Stop signs for Lincoln/Main/Adams Intersections**

Review Dubois memo re: Main and Alfred/Lincoln

Will send to City of Biddeford Engineering and Chief of Police

- **Potential subcommittees**

Business Retention;

Parking and Transportation;

Cleaning and Beautification;

Gateways and Signage;

Façade Improvement (HUD CDBG);

Riverwalk/Public Spaces/Parks;

Downtown Zoning and Housing;

Potential: Economic Diversity/outreach/host public discussions/zoning; ad hoc committees as needed (with Neighborhood Plan, discussion with Eddy)

Arrange guest speakers from each area – determine needs and overlapping goals

VI • Meeting Adjourned (8:13p)

[Moved: Edwards, Second: Foley, Vote: Unanimous]

April 3, 2018

TO: Biddeford City Council

FROM: Biddeford Downtown Development Commission

CC: Mathew Eddy, Brad Favreau, Jim Bennett

RE: Biddeford Downtown Budget FY2019

The Downtown Development Commission (DDC) of Biddeford is advocating for the maintenance of specific budgetary lines for downtown spaces.

Specifically, we urge the Council to approve and maintain defined funds for:

- **Downtown Cleaning** (formerly known as the “Clean Team” when run through the DDC budget, FY19 Parks Maintenance account number 60106);¹
- **Beautification** (improving upon the much expanded Summer 2017 plantings as well as other projects throughout the year, such as improved banners and lights, two part-time gardening employees included in Parks Maintenance budget document for account number 60106 and expenses related to beautification and downtown flowers are included in Parks Maintenance budget document account number 60454);
- **Downtown Marketing and Events** (continued, active support of Heart of Biddeford and its activities in number 60863, and Downtown Promotions/Events in FY19 Municipal Services account number 60869);
- **Downtown Gateways** (initial research as outlined in the Downtown Task Force 2017 Report², included as part of the funds requested for the DDC FY19 Municipal Services account number 60859 and associated activities);
- **Public Art** (initial research as outlined in the Downtown Task Force 2017 Report, included as part of the funds requested for the DDC in FY19 Municipal Services account number 60859);
- **Public WiFi** (completing the initial project supported by Council in partnership with Axiom, included as part of the funds requested for the DDC in FY19 Municipal Services account number 60859);

¹ DDC message to City Council December 15, 2015: to establish a “permanent, year-round downtown clean-team tasked with litter removal from sidewalks, public spaces and in parking lots...[also to] prioritize snow removal in downtown crosswalks as well as the sidewalks and paths leading to and from public parking lots.” These tasks will only be more important as the city continues to grow.

² Approved by City Council November 9, 2017

- **Support for DDC Activities** (including some line items above and trainings for commissioners, outlined in detail below, FY19 Municipal Services account number 60859).

We believe that these funds provide critical support for the ongoing growth of Biddeford and its redevelopment. This redevelopment is rooted in strong infrastructure, inviting public spaces, support of ongoing innovation, community pride, and historic preservation.

Downtown cleaning provides the much-needed extra care that the highly trafficked area needs to remain attractive to both locals and visitors. Beautification efforts draw in all persons to the downtown, and encourage business investment. Heart of Biddeford events support local community life as well as drawing in visitors that support the entire downtown core. Gateways, public art, and public WiFi are ongoing projects and identified priorities that have been proven to enhance downtown spaces, and encourage public/private partnerships.³ Investing in the downtown specifically will be crucial to the ongoing redevelopment of the entire city of Biddeford. We urge the Council to approve these funds to ensure the success of the priorities identified in the 2017 Downtown Task Force Report (approved by Council November 9, 2017).

City support of DDC Mission:

The above budget lines serve to enhance the DDC charter.⁴ They provide the support to fulfill our function to “encourage and promote the expansion and development of existing commercial firms downtown and to promote and encourage the location of new commercial firms downtown.” The DDC sees its work as providing the wrap-around advocacy support businesses will need in the downtown. By improving the general quality of life in the downtown (via projects such as public art, WiFi, beautification, etc.) the impacts of the DDC are felt by all - businesses, visitors, and locals alike.

Further, the DDC is reinvigorating its commitment to supporting the city in seeking public involvement and related research needed for ongoing projects.⁵ For example, the DDC recently volunteered, and will support the Council’s efforts (affirmed March 20, 2018), to engage various stakeholders regarding the city’s parking management plan. This type of outreach and data gathering fits squarely within the DDC’s charter, and supports the city’s goals of continuing redevelopment.

³ The DDC is working to support the development of city visitation following the “Rule of 10”, see: <https://www.pps.org/article/the-power-of-10> for more information. Also, we are encouraged by the success of public wifi in driving tourism and economic development dollars in cities, see: <http://business.financialpost.com/pmn/business-pmn/vancouver-hoping-to-drive-tourism-dollars-with-free-public-wi-fi-expansion>. The DDC is continuing its work with Axiom, GWI, and hotspot sponsors to finish the downtown WiFi network, and meeting with potential artists and art consultants to move other projects forward.

⁴ Code 1975, § 2-211; amended 3-21-2013 by Ord. No. 2013.13, accessed via: <https://ecode360.com/15139331>

⁵ Ibid., subsection (4).

Finally, the work of the DDC will be crucial as the Downtown Improvement District (DID) was not formed. Without the DID, the important work identified herein, whether funded through the DDC or by the city, is key to continue the well-received investments in the downtown in FY18.

DDC Budget, FY19 Municipal Services account number 60859, \$5000:

Funding for the DDC will support special projects including infrastructure research and outreach (e.g. parking, WiFi), public art and gateway studies and designs, transportation research and outreach (e.g. bike racks, downtown buses, traffic), and DDC Commissioner trainings to ensure best practices and knowledge for these efforts. These trainings would strengthen the ability of Commissioners to carry out their roles to the benefit of the downtown and the city.

DDC PROPOSED FY 2019 BUDGET

PROJECTS	AMOUNT
DOWNTOWN CAPITAL EXPENDITURES GATEWAY PLANNING DESIGNS WIFI SUPPORT STREET GRAPHICS BENCHES (as needed)	\$ 2500.
BUSINESS RETENTION AND EXPANSION PROGRAM SMALL STUDIES AND OUTREACH	\$ 1000.
PUBLIC RELATIONS MARKETING / ADVERTISING TRAINING SEMINARS /WORKSHOPS	\$ 1000.
PUBLIC ART SUPPORT	\$500.
TOTAL FY19 REQUEST	\$5000.

NOTE on FY17 \$4000 rollover:

The DDC currently has a balance of encumbered funds from FY17. This is because the anticipated purchase of picnic tables for the RiverWalk overlook at Laconia Plaza was delayed, as design and other final decisions on the RiverWalk (e.g. master plan, easements) were not yet complete. Once the RiverWalk project is ready, these funds are standing by to be used for that purpose, as intended (or if this becomes non-viable, other purposes as it sees fit).

We thank you for your time and consideration, and hope you will give us the support needed to continue to improve Biddeford's Downtown.

Parking Management Plan Review - Process & Schedule

The Biddeford City Council is interested in obtaining public input/comment prior to establishing a downtown parking management plan. Earlier in the process staff made several assumption about a parking management plan in order to create what has been generally referred to as the parking garage pro forma worksheet. The city council has not had any significant discussions about the assumptions. The next step in the process is to provide the public with an opportunity to provide comment on parking and the components of a parking management plan for consideration before a formal plan is developed. The process for obtaining public input is detailed below. Due to citizen and business owner work schedules there will be three separate public opportunities for comment plus an online comment option. Two opportunities will be in the evening in front of the Biddeford City Council and one will be held by staff during the day. The public opportunities will be established as listening sessions rather than public hearings. Listening sessions are voluntary, less formal, and allow for more flexibility. The sessions will not involve comment from members of the city council or staff in order to obtain as many comments as possible during each listening session. Each opportunity is listed below.

Thursday, April 5th at 6:00 p.m. - Council Chambers This will be the first council listening session.

Tuesday, April 10th at 6:00 p.m. - Council Chambers This will be the second council listening session.

Thursday, April 12th at 1:30 p.m. - Council Chambers This will be the staff listening session.

Additionally there will be an online option for members of the public unable to attend any of the listening sessions. The online option will allow comment to be submitted through the website. Click [here](#) to access the online form. Please note that use of the online form does not require that the person submitting the comment provide an email address. If an email address is provided, each individual will receive a confirmation email along with a copy of their submittal. Additionally, each councilor and key staff members will receive a copy of every submittal via email.

Once the listening sessions have been completed, staff will compile all comments obtained at the listening sessions and from the online form and will prepare a draft parking management plan for consideration by the city council on or before Monday, June 18, 2018. The city council will then review the draft parking management plan following the traditional public process established for meetings of the city council. During this review the public will have opportunity to comment on the draft parking management plan and any revisions considered subsequent to final adoption.