City of Biddeford
Downtown Development Commission
March 04, 2019 5:30 PM City Hall
Conference Room 2nd Floor

1. **Roll Call**
2. **Welcome Guests**
3. **Nominations**
   3.1. Chair, Vice Chair & Secretary (tabled during January meeting)

4. **Approval of Minutes**
   4.1. February 4, 2019 Downtown Development Commission Meeting Minutes
   2-04-2019 DDC Meeting Minutes.doc
5. **Budget Report**
6. **Chairman Follow-ups/Updates**
   6.1. Empty Slots on Downtown Development Commission
   Plastic Bag Ban Follow-up
   Downtown Wifi

7. **New Business**
   7.1. Proud City Rising Logo
   City Council Workshop
   DDC Mission & 2019 Goals
   DDC Proposed Ordinance Amendments
   Planning Board Meeting of 2/6/2019 and reference to DDC as potentially being able to identify target mix of retail establishments in downtown
   DDC FY19 Budget Advocacy Memo.pdf
   DDC Mission Memo October 2018.doc
   DDC Ordinance wth Proposed Revisions.docx
8. **Next Meeting**
9. **Adjourn**

Minutes | **DDC**
Feb 4, 2019

Biddeford
Downtown Development Commission

Commissioners Present: Brenner, Clearwater, Edwards, Phillips (no vote), Swanton [NO QUORUM]

Commissioners Absent: Foley, Schlaver

City Representative: Favreau

I • **Roll Call/Welcome new Commissioner: Jon Phillips (Time & Tide)**

II • **Vote to approve May 2018 Minutes - TABLED**

III • **Reports**

• **Empty Slots on DDC**

Welcome Phillips, to be sworn in 2/5/19
Brittany Saliwanchik (Magnus on Water) pending
Maria from Woodgrain, potential (Clearwater will follow up)

IV • **Old Business and City Business**

• **Budget**

Favreau will ensure encumbered balance (FY17, $3172) are used for original purpose of benches and tables in Laconia Plaza, fitting with environment/color scheme
Remaining FY19 balance: $2269.01
Plaque for Bill Durkin, reaffirmed
Potential Social Media Training for downtown businesses (Phillips will follow up); Potential citizen outreach for relevant campaigns, particularly Small Biz Revolution (Clearwater and Brenner will follow up with Delilah and local businesses)
FY20 – ask for level funding

• **Nominations for Chair, Vice Chair, and Secretary**

Tabled due to lack of quorum

• **Plastic Bag Ban**

Clearwater update: one of the highest cost and most common items contaminating recycling, causing cost for city.
Potentially fold in other environmental measures like city compost
DDC potential memo re: environmental issues to support downtown clean-up under purview of charter
Fun Run for clean up (Trash Dash) / Earth Day – Clearwater potential idea

Biddeford
Downtown Development Commission

V • **New Business**

• **Workshop with Council**

Foley follow up, remains pending

• **Downtown Wifi**

Potential group bargaining for downtown businesses to reduce Wifi costs (especially for small users, only for POS) – Edwards and Swanton will follow up with Mark Ouellette (Axiom) and Great Works

Potential DDC research about how similar communities have approached this issue (incentivizing new businesses vs. long-term bargaining; municipal vs. chamber of commerce, etc.)

• **Role of DDC Discussion**

Table DDC 2019 Goals and Calendar for Quorum and to hear from Council

• **Re-zoning MSRD-1**

Proposal for public hearing 2/6/19, to allow residential on first floor of downtown

DDC commissioners present in agreement with recommendation to deny request and undertake a true study of the best practices of mixed use (percentages of use reflected broadly by: residential, offices, retail/restaurants).

Allowing full re-zone at this stage could impact development toward a thriving downtown in unknown ways.

Next Meeting: March 4, 5:30pm (Edwards will be absent)

VII • **Meeting Adjourned (6:39p)**

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 Report[2], 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.

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[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.

October 10, 2018

TO: Biddeford City Council

FROM: Biddeford Downtown Development Commission

CC: Jim Bennett, Biddeford City Manager
Mat Eddy and Brad Favreau, Economic Development
Biddeford Mayor Alan Casavant

RE: Work of Biddeford Downtown Development Commission (DDC)

As the government of the City of Biddeford and its City Council continue respond to the growing needs of our revitalizing community, the DDC would like to clarify its role and scope of responsibility.

In the past, the DDC filled many roles now rightly performed by official city staff and/or elected officials. As such, the DDC now reads its chartered mission as primarily a research, support, and advisory body.[1]

With a specific focus on policies and projects that impact the downtown core, the DDC would like to make clear its capacity and willingness to provide support to Council in any way that may support the work of the City. It is essential that a municipal body such as the DDC continues to exist to ensure continuity of citizen input regarding the downtown and a shared vision of the nature of municipal work (versus a private or non-profit body apart from the City).

Examples of tasks the DDC could be directed to perform in the future: 1) Research specific policy proposals and provide research memos to Council; 2) Make policy and project recommendations based on surveys of downtown businesses and property owners, as well as expertise of commissioners; 3) Perform outreach as deemed necessary by Council, using expertise and community connections of commissioners to implement policy or solicit increased public involvement; 4) Continue the work of the Downtown Task Force Plan, approved by Council in November 2017; and 5) other tasks as directed by the Council.

These are just a potential sample of the tasks we envision moving forward, supporting municipal priorities and the continued redevelopment of Biddeford's downtown for all its citizens and visitors alike. We would like to request that Council provide us with a specific assignment(s) to ensure our time and expertise are well-utilized in meeting the Council's expectations.

The following pages include short biographies of all current DDC commissioners for your information, as the make up has changed significantly over the past two years.

[1] Sec. 2-254 "Functions and purposes." [Code 1975, § 2-211; amended 3-21-2013 by Ord. No. 2013.13]

Bill Durkin, Chair

Bill has served on the DDC since 1992, and chair since 2014. He brings a wealth of experience from the tourism industry, owning and operating his business in Biddeford from 1989-2011. Along with the many successful projects of the DDC throughout his tenure, as well as the River Walk project, Bill is on the board of the Friends of Rachel Carson National Wildlife Refuge, using his academic background in environmental education and analysis.

Julian Schlaver, Vice-Chair

Julian + his wife, fashion designer Roxi Suger, moved to Biddeford from Brooklyn in 2013 an as served on the DDC since 2014. He and his wife own Angelrox® an apparel brand that manufactures in a 7,000 square foot space in the mills. They also own Suger, a retail boutique with locations on Alfred Street in Biddeford as well as in the Old Port on Commercial Street in Portland. Julian's work in the community includes organizing the Biddeford Ball a charity event that has generated over $100,000 for local charities and lit up the smokestack on Main Street. He has also served on the Mayor's Ad Hoc Downtown Task force and on the Strategic Planning Committee.

Stephanie C. Edwards, Secretary

Stephanie is a professor of theological ethics at Boston College, where she commutes to from her home on Laurier Street that she and her husband purchased in 2016. She also brings to the DDC her expertise as a former social worker, federal grant manager, and non-profit manager; as well as getting informal community feedback from her occasional shifts at Elements. She is committed to community service and community-building, and volunteers with Engine, USM School of Social Work, and the HUD Citizens Advisory Council.

Amy Clearwater

Amy is a Proposal Developer and Vice President at one of the world's largest banks, where she focuses in institutional securities and fund servicing for national and state sovereign wealth funds and alternative investment funds. Amy is a native Mainer and has lived in Biddeford since 2017. She and her wife are slowly but surely reinvigorating their historic home in downtown Biddeford, while managing their rental property. Amy holds a Bachelor's of Arts in Political Science, Sociology, and Philosophy as well as a J.D. from Maine Law. Amy was recently sworn in as the City Councilor from Ward 5.

Spiros Droggitis

Born and raised in Biddeford, Spiros returned to Biddeford in 2015 after 40 years in the Washington, DC area where he worked for the U.S. Senate, the Office of Senator Edmund Muskie of Maine and the U.S. Nuclear Regulatory Commission (NRC). He also worked for one year as a Washington representative for the Biddeford company Fiber Materials Inc. (FMI). He retired from the NRC in 2012 as Associate Director for Federal and External Affairs in NRC's Office of

Congressional Affairs. Spiros and his wife now live in the Mill District. He has a keen interest in the revitalization of Biddeford's downtown where his grandfather once ran a shoe shine and repair shop on Main Street and later on Washington Street, where his father and three uncles started and operated the WonderBar Steakhouse from 1935 until 1982.

Matthew Dubois

Matthew Dubois, a Biddeford native, has both lived and worked in downtown Biddeford for the past 5 years. He currently works in property management and has worked for two companies redeveloping the mills in downtown Biddeford-Saco. Matthew brings this experience and insight to the table to help further develop our downtown into a vibrant place where people can live, work, and visit!

Victoria Foley

Victoria Foley is a Maine native, born in Portland. She attended the University of Kings College in Halifax, Nova Scotia, where she earned a degree in Journalism. After graduation, Victoria spent a number of years working as a public radio reporter and producer in Halifax, Toronto, and Aspen, Colorado. After hosting a morning radio show in the Portland market, Victoria moved into marketing. She currently serves as Director of Marketing for New England Cancer Specialists. In addition to work, Victoria spends time serving her community through volunteering with a variety of nonprofit organizations, including Heart of Biddeford, Girls on the Run - Maine, and Greater Portland Health. She served on the Biddeford City Council from June 2017 through October 2018, and is currently a candidate for State Representative in House District 12.

Susan Swanton

Recently retired from a 20-year tenure as Executive Director of the Maine Marine Trades Association (MMTA) Susan remains dedicated to the industry that she has been a part of for nearly 40 years. Having begun her career at Rumery's Boat Yard on Cleaves Street, she has operated small boatyards on Maine's southern coast, managed a major retail operation and worked in sales for a marine wholesaler. Her work at MMTA included creating the first Clean Marinas Program in the country to be housed in a trade association, creation of the Maine Marine Trades Apprenticeship Program and co-chairing a $14.4 million US Dept. of Labor grant. Her work has been recognized by US EPA Region 1 (Environmental Merit Award), and the American Boat Builders and Repairers Association (Commitment to Training Award and the Dennis Snow President's Award). In addition to her work on the DDC she serves as Vice Chair of the Board of Trustees of The Landing School of Boatbuilding & Design and as a Director of The Ecology School at River Bend Farm.

Chapter 2. Administration

ARTICLE IV. BOARDS, COMMITTEES, COMMISSIONS

DIVISION 6. DOWNTOWN DEVELOPMENT COMMISSION

Sec. 2-251. Established.

[Code 1975, § 2-212]
The Biddeford Downtown Development Commission is hereby established.

Sec. 2-252. "Commission" defined.

[Code 1975, § 2-210]
Unless otherwise indicated, the term "Commission," as used in this division, shall mean the Biddeford Downtown Development Commission.

Sec. 2-253. Composition; appointment of Commissioners; terms of office; removal of members.

[Code 1975, § 2-213; Ord. No. 99.69, 8-17-1999; amended 3-21-2013 by Ord. No. 2013.13]

(a)
The Commission shall consist of 9 members, referred to in this division as "Commissioners." Such Commissioners shall be nominated by the Mayor and confirmed by the City Council. [Amended 3-21-2017 by Ord. No. 2017.21]

(b)
Commissioners shall serve for three-year terms. The terms of each Commissioner shall be staggered so that no more than three (3) Commissioners' terms shall expire in the same year. Any Commissioner appointed to fill a vacancy for which more than half of the unexpired term remains shall be deemed to have served one full term.

(c)
A Commissioner shall automatically be removed from office in the event that he or she no longer is a resident of the City of Biddeford or is absent for three consecutive regular meetings without being excused by the Chair.

Sec. 2-254. Functions and purposes.

[Code 1975, § 2-211; amended 3-21-2013 by Ord. No. 2013.13]
It shall be the function of the Downtown Development Commission to:

(1)

Encourage and promote the expansion and development of existing commercial firms downtown and to promote and encourage the location of new commercial firms downtown.

(2)
Through the Planning and Development Department, establish and maintain files of data and information of interest and assistance for downtown publicity and marketing.

(3)
Review downtown ordinances and recommend revisions to the Policy Committee.

(4)
Serve as coordinator for such boards, merchant groups, commissions and City departments as shall be established from time to time to provide analysis and make policy recommendations to City Council and other city committees, commissions and boards relating, but not limited to downtown parking, traffic circulation, historic districts, land use, public utilities, landscape, streetscape and a downtown comprehensive plan; hold downtown promotions and events; and promote and implement downtown beautification and cleanup projects.

(5)
Work with the Planning and Development Department to gather, correlate and preserve records, statistics, surveys and other data relating to downtown land classifications and uses, buildings, commercial firms, labor, and such matters that will enable it to carry out its functions and purposes.

(6)
Perform such other functions as may be required or delegated by the Mayor and City Council.

Sec. 2-255. Filling of vacancies.

[Code 1975, § 2-214]
Vacancies on the Commission shall be filled for the remainder of the term in the same manner as original appointments are made.

Sec. 2-256. Quorum.

[Code 1975, § 2-215; amended 3-21-2013 by Ord. No. 2013.13]
A simple majority of Commissioners shall constitute a quorum.

Sec. 2-257. Required vote.

[Code 1975, § 2-216; amended 3-21-2013 by Ord. No. 2013.13]
The Commission shall act by majority vote of those present and voting. The Commission by majority vote may permit a Commissioner to participate and vote in a meeting by conference call, video streaming or similar means of remote access.

Sec. 2-258. Annual election of Chairman.

[Code 1975, § 2-217; amended 3-21-2013 by Ord. No. 2013.13]
The Commission shall hold a meeting at the beginning of each calendar year for the purpose of electing a Chair. The Chair shall not vote except to break a tie.

Sec. 2-259. Management of Commission.

[Code 1975, § 2-218; amended 3-21-2013 by Ord. No. 2013.13]
The management of the Commission shall be vested in the Commissioners appointed and confirmed in accordance with Section **2-253**. The Commission shall be staffed by the Director of Planning and Developmentor designee.

Sec. 2-260. through Sec. 2-261. (Reserved)

[1]
Editor's Note: Former Section 2-260, Nomination of Director, as amended, and former Section 2-261, Director to perform assigned duties, were repealed 3-21-2013 by Ord. No. 2013.13.

Sec. 2-262. Director to supervise Commission activities.

[Code 1975, § 2-221]
The day-to-day operation and administration of the Commission shall be under the supervision of a Director.

Sec. 2-263. Chair to submit budget, reports.

[Code 1975, § 2-222; amended 3-21-2013 by Ord. No. 2013.13]
Annually, the Commission Chair shall, on or before January 1 of each year, submit a budget for the ensuing year and submit reports as requested to the Commission and Council.

Sec. 2-264. Director, Chairman to execute contracts and agreements.

[Code 1975, § 2-223]
All contracts, agreements and other matters entered into under the authority contained in this division shall be executed by the Director and Chairman of the Commission with Mayor and Council approval.

Sec. 2-265. Authority to establish subcommittees.

[Code 1975, § 2-224]
The Commission may from time to time establish subcommittees composed of such persons as the Commission shall desire to provide advice and counsel on downtown matters.

Sec. 2-266. Authority of Council to assign powers, duties.

[Code 1975, § 2-225]
The Council may assign additional powers and duties to the Commission as it deems necessary.

Sec. 2-267. Designation as agent for City.

[Code 1975, § 2-226]

The Council may from time to time designate the Commission to serve as agent for the City in matters relating to other cities and towns, persons or corporations.

Sec. 2-268. Expenditures.

[Code 1975, § 2-227; amended 3-21-2013 by Ord. No. 2013.13]
All Commission expenditures shall comply with the City procurement policies established in the City Code of Ordinances, Procurement, Sec. 2-331 et seq.

Sec. 2-269. through Sec. 2-280. (Reserved)