ECONOMIC DEVELOPMENT COMMITTEE (EDC)  
MINUTES

Date: Wednesday, August 19 2020  
Time: 6:00 p.m. to 8:00 p.m.  
Location: Virtual Zoom Meeting  
Meeting Link: https://zoom.us/j/96114666426?pwd=VEVMOXFOQVZpYnkxU1Rnc2N1OFIXUT09  
Meeting ID: 961 1466 6426  
Passcode: 125180  

Attendance Record  
✓ = Present / A = Absent / E = Excused / V = Vacant Seat

<table>
<thead>
<tr>
<th>Members</th>
<th>Present</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bennett, Bruce E.</td>
<td>A</td>
</tr>
<tr>
<td>Clancy, Ellen (Chair)</td>
<td>✓</td>
</tr>
<tr>
<td>Greene, Sari*</td>
<td>✓</td>
</tr>
<tr>
<td>LaPlante, James*</td>
<td>✓</td>
</tr>
<tr>
<td>Larson-Kane, Donna*</td>
<td>✓</td>
</tr>
<tr>
<td>Reuscher, Mark</td>
<td>✓</td>
</tr>
<tr>
<td>Riehle, Martha (Marty) A.</td>
<td>✓</td>
</tr>
<tr>
<td>Advisory Members:</td>
<td></td>
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<tr>
<td>Mark Duval</td>
<td>✓</td>
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<table>
<thead>
<tr>
<th>Staff</th>
<th>Present</th>
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</thead>
<tbody>
<tr>
<td>Mann, William - Economic Development Director (EDD)</td>
<td>✓</td>
</tr>
<tr>
<td>Parks, Tess - Economic Development Associate (EDA)</td>
<td>✓</td>
</tr>
<tr>
<td>Reny, Joshua - Assistant City Manager (ASM)</td>
<td>E</td>
</tr>
<tr>
<td>Phoebe Little – Economic Development Intern</td>
<td>✓</td>
</tr>
<tr>
<td>Guests / Other:</td>
<td></td>
</tr>
<tr>
<td>David Packard</td>
<td>✓</td>
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</tbody>
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* Note: Sari Greene and Donna Larson-Kane to be appointed at City Council meeting on 8/18/20. Sari Greene, Donna Larson-Kane, and James LaPlante (recently appointed) will contact City Clerk to be sworn in.

<table>
<thead>
<tr>
<th>Time</th>
<th>Item</th>
<th>Owner</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 mins</td>
<td>Welcome and Attendance</td>
<td>Ellen</td>
</tr>
<tr>
<td></td>
<td>Minutes Taken by Tess Parks, EDA</td>
<td></td>
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<tr>
<td></td>
<td>Meeting called to order by Ellen Clancy, Chair at 6:03 p.m.</td>
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</table>
Chairperson Ellen Clancy welcomed new members Sari Greene, Donna Larson Kane and James LaPlante to the EDC.

Approval Minutes

Minutes – Motion by Marty Riehle and seconded by Sari Greene to approve the Minutes of the July 22, 2020 meeting. Vote ______ All______ in favor ______ None______ opposed.

Economic Development Metrics

At the request of Chairperson Ellen Clancy, Economic Development Director, William Mann shared a summary list of some Economic Development Statistics and Metrics that are used/ could be used to measure Economic Development Performance.

Chairperson Ellen Clancy suggested that the Committee provide general feedback/reactions on the topic of Economic Development performance metrics. The following topics and ideas were brought forth by Committee members:

- Clancy - It is difficult to develop and track one single metric. Metrics utilized should be meaningful, easily measurable, and easily obtainable.
- Greene - Key Performance Indicators (KPI) – should be based on what we are trying to accomplish and how we are doing at accomplishing these goals (referenced pg. 58/59 of 2015 ED Plan).
- Reuscher - EDC assisting the business community by examining and removing current barriers to starting and operating a business in South Portland.
- Reuscher - The impact of reductions in business tax revenue on the City budget – calculations currently worked on by EDD Intern, Phoebe Little.
- Clancy - Primary goal of supporting existing business/retention/recovery through COVID-19: measuring outcomes of current initiatives.
- Clancy - Measuring outcomes of expanding open access broadband for the business community.
- Clancy - Discussion and metrics related to affordable housing
- Greene - Refer to as workforce housing, great need
- Riehle - Looking at incentives to encourage development of affordable housing and Affordability Index.
- Larson-Kane - Commercial vacancies – researching new uses to fill vacancies. Importance of business retention efforts through COVID-19 recovery phase.
- LaPlante - Measuring wealth inequities - growing gaps between lower/moderate/higher income groups.
- Greene - Specific program outcomes – i.e. SOPO TO-GO
- Clancy - U.S. Census results expected March 2021 – measures of volunteerism and civic engagement, quality of life, real estate market etc. What makes South Portland a great place to live, work, and play?
- Clancy - Measuring number of jobs created / how many are occupied by South Portland residents?
- Clancy - Data for “Non-Sustainable” vs. “Green” industries – i.e. working from home reduces carbon emissions

**Potential Committee Initiatives Discussed**
- Clancy - Engaging with other ED committees and/or professionals for metric tracking ideas
- Clancy/ Greene - Surveying businesses/leaders and having program in place to support new businesses with planning etc.
- Clancy - Outreach could use improvement. Monthly meeting inviting business community to attend – launching business visitation program.
- Clancy - Improving ways of learning of new business openings/closings.
- Clancy - New business orientation and “exit interviews” for those departing South Portland/closing doors

**Decisions:**
- Committee members will receive pages 58 and 59 of the Economic Development Plan (2015), which covers operational and long-term metrics.
- EDD staff will look through meeting minutes to determine sources of data for suggested metrics.
Discussion of Non-Council-Appointed Committee Members

Committee Chair introduced the topic of Non-Council Appointed Committee Members.

The group discussed giving an equal voice to Advisory members to the EDC that are active members of the South Portland business community.

**Decisions:**

**Action Taken:** Motion by Ellen Clancy and seconded by Donna Larson-Kane Larson to approve advisory members as voting members of the Economic Development Committee. Vote **All** in favor and **None** opposed.

**Update: Economic Development Dept. Initiatives**

Economic Development Director, William Mann, provided an update on the following topics:

- Nominating member of group to represent the EDC on Comprehensive Plan Implementation Committee (Action Needed)
- City of South Portland Business Loan Fund / COVID-19 Rapid Response Microloan/ GPCOG Administration MOU (Action Needed)
- Annual South Portland Business Awards
  - In-person or virtual event?
  - Inclusion of recognition of community kindness acts – there have been so many during the pandemic – seems like a good juxtaposition.
- Fore River Brewing /Outside service – Will send group a link to the Planning Board meeting (08/26/20)
- Brownfield Assessment Grant – Kick-off Zoom meeting 09/01/20 with PK Realty Management (will share link when published)
- COVID-19 Hardship – Small Business Grant Program
- L.L. Bean Summer Across Maine Pop-Up Shop – Bug Light Park, 08/22-08/23 10a-5p
- Smith College Scholarship-Funded Intern – Phoebe Little: Data and demographic information updates to Economic Development Plan

**Decisions:** EDC will discuss Annual Business Awards at next meeting.

**Action Taken:**
Motion by Ellen Clancy and seconded by Marty Riehle to accept the proposed MOU with the Greater Portland Council of Governments to Manage South Portland Business Revolving Loan Fund.
Vote **All** in favor and **None** opposed.

Motion by Ellen Clancy and seconded by Mark Reuscher to appoint Marty Riehle to the Comprehensive Plan Implementation Committee.
Vote **All** in favor and **None** opposed.

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**EDC Items/Open Forum**

### Decisions:

### Action Taken:

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**Review of Actions and Decisions & Close**

<table>
<thead>
<tr>
<th>Decisions and Actions</th>
<th>Item</th>
<th>Owner</th>
</tr>
</thead>
<tbody>
<tr>
<td>Decisions</td>
<td>Group will review Marketing Plan – Phase 1 Prepared by Marshall Communications for next meeting.</td>
<td>Ellen</td>
</tr>
<tr>
<td>Actions</td>
<td>Tess will prepare meeting notes and distribute to the group next day (Thursday, August 20)</td>
<td>Tess</td>
</tr>
</tbody>
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**Parking Lot Items**

Meeting called to adjourn by Chair at 8:06 P.M.

**Meeting Notes Continued (if needed):**