



CITY OF SOUTH PORTLAND

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James H. Gailey
City Manager

EXECUTIVE
DEPARTMENT

MINUTES

Economic Development Committee

Wednesday, June 8, 2016

6:00 PM

City Hall – Council Chambers

Attendees:

Martha Riehle – District 1
Ross Little – District 2
Peter Stocks – District 4
Bob O'Brien – Business
Craig Gorris – Business

David Schneider – District 1
Stephen Bushey – District 3
William Collins – District 5
Fawn Dunphy – Business
Joshua Reny – Asst. City Manager

Absent:

Greg Perry – District 3
Ed Palmer – Business

Justin Leblanc – Business

1. Committee Chair Ross Little called the meeting to order at 6:03 p.m.
2. Motion by Collins seconded by Stocks to adopt the minutes of the meeting of May 11, 2016 as printed. All in favor.
3. Ross opened the meeting and welcomed Tom Hall of Hall Internet Marketing. Tom had presented to the Committee an overview of project guidelines, which is essentially a high level explanation of the process and the things the Committee should consider. Tom explained the difference between firms focused on marketing and those focused on design and branding. He suggested the Committee consider two RFPs, one focused on branding and design and then subsequently one for a website. The committee discussed the merits of using a single firm for both pieces of work vs. engaging two separate consultants, consideration of continuity. The Committee discussed the extent of a branding initiative and whether, for example, the City needs a new logo. Josh suggested it would be very expensive to change logos because the current wave-style logo is widely used across the city. It was agreed the Committee would put out a request for proposals, which should include a tagline, font usage guidelines, and perhaps a few new versions of the current logo.

The Committee moved on to discuss forming subcommittees; one focused on exploring the concept of an ED Corp and the other to organize an annual awards program. Greg, Peter, and Bob volunteered to work on the ED Corp, and Ross, Marty, and Fawn volunteered to work on the Awards Program. The Committee then discussed the annual election of officers and which month during the year should the election occur. David moved the election of Ross Little as Chair of the Committee. The motion was seconded by Peter and the vote was all in favor. Ross moved the election of Steve Bushey as Vice-Chair of the Committee. The motion was seconded by David and the vote was all in favor.

Peter informed the Committee that Sebastian Belle of the Maine Aquaculture Association has been invited to make a presentation to the City Council on the aquaculture industry in Casco Bay. Several Councilors are very interested in learning about the future growth of this industry and what supporting role the City might play, perhaps including an expansion of the Portland Street Pier and adjacent on-shore facilities. The workshop will be held on July 11th. The EDC may have an important role to play with this initiative.

Ross proposed that the City of South Portland develop a promotional marketing video that could be used in several media, including web and public access tv. Josh stated that some economic development funds could be used to kick start the project and it should be affordable if we work with SPCTV. The Committee expressed support for the project. The discussion transitioned to ways the City could improve its capacity to lead economic development. Many questions were raised about the desired staffing level, whether a part-time person would be helpful, spinning off economic development from City Hall, merits of collocating at Planning Dept, etc. Peter and David expressed support for continuing to pursue establishment of an ED Corp.

Josh provided a staff update and polled the group on usefulness of the project tracking tool that was created. The Committee was in favor of receiving a periodic update status of the strategic plan.

4. Adjournment

Next meeting will be held on July 20, 2016. Motion by Gorris seconded by Dunphy to adjourn the meeting at 7:55 p.m. All in favor.

Cordially,

Joshua Reny, Assistant City Manager