



# CITY OF SOUTH PORTLAND

P. O. Box 9422  
496 Ocean Street  
South Portland, Maine 04116-9422

William J. Mann  
Economic Development Director

ECONOMIC DEVELOPMENT DEPARTMENT

## Economic Development Committee Meeting Minutes

**Date: Wednesday July 11, 2018**  
**Location: Hamlin School – 496 Ocean Street**  
**City Conference Room**  
**Time: 6:00 p.m.**

### Attendance Record

✓ = Present / A = Absent / E = Excused

Members	Present
Bennett, Bruce E.	✓
Bushey, Stephen S. - Vice Chair	✓
Ouellette, Joel G.	✓
Little, Ross B. – Chair	✓
Riehle, Martha (Marty) A.	✓
Voisine, Jennifer M.	E
Wakelin, David S.	E

### Attendance Record

✓ = Present / A = Absent / E = Excused

Staff	Present
Mann, William - Economic Development Director	✓
Reny, Joshua - Assistant City Manager	✓
Guests / Other:	

Item:

- I. Call To Order – 6:09 p.m. - (Chair)
- II. Roll Call of Members - (Chair)
- III. Consent Agenda Items - (Chair)
  - A. Approval of Meeting Minutes of April 25, 2018  
Motion: None – accepted by uniramous consent without discussion.
  - B. City of South Portland – Charter Language – Economic Development Committee  
Not Discussed – Deferred to September Meeting.

### IV. AGENDA - NEW BUSINESS / ACTION ITEMS

- A. Introduction of William J. Mann, Economic Development Director (Chair)
- B. Election of EDC Chair, Vice Chair, and Secretary (Chair)
  - Motion: Nominate Ross Little to be Chair of the EDC By: Bushey, 2<sup>nd</sup>: By: Riehle
  - Vote: Unanimous in favor.
  - Motion: Nominate Steve Bushey to be Vice Chair of the EDC By: Little, 2<sup>nd</sup>: By: Ouellette
  - Vote: Unanimous in favor.
  - Motion: Nominate Joel Ouellette to be Secretary of the EDC By: Little, 2<sup>nd</sup>: By: Bushey
  - Vote: Unanimous in favor.
  - NOTE: It was agree that EDD William Mann would act as the Recording Secretary.
  - No formal action / vote was taken on this.

## V. DISCUSSION ITEMS

### A. Informal Discussion of the City's existing Economic Development Efforts, Priorities, Plans, and Marketing & Branding Efforts (Chair/EDD)

1. Chair Little noted that he would be meeting on the 17th with Sam Fratoni to discuss further ideas on the use of the City's revolving loan funds; including the potential utilization of these funds for training to teach entrepreneurial skills possibly in coordination with other organizations doing such training in the area.
2. EDD Mann outlined the Business Visitation Program (BVP) that the City is looking to roll out in September. It was agreed that that the Knightville neighborhood would be utilized as the initial area where this program will be rolled out.

Bill outlined the process as follows:

1. - Be friendly - Be quick - Build Relationships - Follow-up
2. Visits will be done in teams of two people (one member of EDC & one City staffer)
3. While styles may vary, for consistency the same questions are to be asked of all businesses
4. Visits are to be followed up with a same day follow-up email including a thank you and a request to complete a short online survey that can be completed in ten minutes or less.  
NOTE: the survey is very general and not terribly invasive. It is about building relationships. The survey is designed so that data analysis can be completed automatically without additional staff time.

This space intentionally left blank.



## *Knightville Business Visitation* *Fall, 2018*

### **Suggested Survey Script:**

Hello, my name is \_\_\_\_\_ and I am representing the City of South Portland's:

- *Economic Development Committee,*
- *Comprehensive Plan Implementation Committee,*
- *Knightville Neighborhood Planning Committee, or*
- *Economic Development, Planning Department, City Manager's Office, etc.*

First, *(we/I)* want to thank you for taking a few minutes to meet with *(us/me)*. We want to be respectful of your time so we will be brief.

As part of the City of South Portland's Comprehensive Plan Implementation process, we are reviewing and updating the land use policies for Knightville.

An important piece of updating these policies includes reaching out to the businesses in our community to see if the City can assist in the growth and vitality of both your business and the overall community. To that end, we would like to ask you just a couple of questions:

- 1.) **What is one thing that the City could do to enhance either your business, the Knightville neighborhood, or the City overall?**
  
- 2.) **What is one thing that your business faces that you wish the City to address or be aware of that is creating a challenge for either: your business, the Knightville neighborhood, or the City overall?**

*\*If you have more than one suggestion, please feel free to share. While we may not be able to address every issue, the more information that the City has about any issue or challenge, the greater the likelihood that the City will be able assist in working toward a solution to a particular issue or challenge.*

Here is a card with the contact information for several City departments that work with businesses in the South Portland if you have more questions. We also hope you will consider taking this short survey (**show on card**) that can be completed in about 10 minutes and it will help us to better understand the needs of area businesses.

**(Leave the business/ contact card)**

**Again, thank you again for your time!**

*How can they participate more? A citizen committee, with support from the City's Planning and Development staff is leading this effort. The Committee meets monthly from 6:00 p.m. to 8:00 p.m. in 2<sup>nd</sup> floor City Council Chambers at City Hall 25 Cottage Road. More information can be found at: <http://www.southportland.org/our-city/board-and-committees/comprehensive-plan-committee/knightville-fore-and-aft/>*

3. Joel Ouellette suggested that we set up a Google Drive for document access amongst Committee members. Follow-up needed. Bill Mann to work with City IT Director, Mike Dery on this.
4. There was a discussion of providing business cards for the members of the Committee – Done.
5. There was a discussion of the HP Fleming (construction pile driving firm) proposal for a zone change and the status thereof.

Background: The business (located in an industrial zone at 89 Pleasant Avenue (two lots highlighted in purple below) has acquired a lot (at 30 Thadeus Street- the highlighted lot in green – a residential zone, below) abutting their existing location. They would like to expand their storage yard. They have not asked to build any structures on the lot.



Challenge: The abutting lot at 30 Thadeus Street is in a residential zone. A zone change is needed.

NOTE: There are eight (8) buildable paper lots on the 30 Thadeus Street site, which can be built upon. H.B. Fleming is proposing no regular access point (though the Fire Dept. may want an emergency access point) on Thadeus Street.

After an initial positive signal from the City Council in the spring, the matter went to the Planning Board where the zone change request was denied after objections from some of the neighbors. The zone change can still be approved by the City Council. The principals of the firm are to reach out to the neighborhood and provide some graphics and offer to berm the perimeter of the site, put up some vegetative screening and see if they can get some letter so support before going back to the City Council. If a resolution cannot be found they may need (and already have) to look for other options. We would like to retain this business – which has a history of no known complaints to the City from neighbors at this location. The business has been here since the 1960’s and employs 45+, most of the employees operate offsite at various job locations – 15 or fewer are typically on-site.

Steve Bushey and Bill Mann were tasked with meeting with the company to see how we might help.

NOTE: That meeting occurred in mid-August and was very positive. We are awaiting further action from H. B. Fleming. EDD Mann and Committee Vice Chair Bushey to update at Sept. EDC Meeting.

6. Next item discussed was the City's Marketing & Promotional efforts. EDD Mann noted that he would be preparing a Request for Qualified Proposals (RFQP) to be shared with Committee members and would include a variety of communication efforts and channels including web, social media, video, and print. He shared a community profile ad that was to be published in Me. Biz in late July, copy attached.
7. A discussion of meeting times and days was discussed. It was agreed that Wednesday is the best night of the week for the meeting and that the third Wednesday of the month, save conflict or December the best week and the meeting time will remain 6:00 p.m.

7:45 p.m.

V. ADJOURNMENT

Motion: To Adjourn By: Bushey, 2<sup>nd</sup>: By: Riehle

Vote: Unanimous in favor.