ECONOMIC DEVELOPMENT COMMITTEE (EDC)
MINUTES

Date: Wednesday, September 16 2020
Time: 6:00 p.m. to 8:00 p.m. (Meeting began at 6:05 p.m. – ended 8:18 p.m.)
Location: Virtual Zoom Meeting

Meeting Link: https://zoom.us/j/93202999613?pwd=UDYvb0tJemZvK2IrWFYySW9vTEpoZz09
Meeting ID: 932 0299 9613 Passcode: 593723

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

<table>
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<tr>
<th>Members</th>
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<tbody>
<tr>
<td>Bennett, Bruce E.</td>
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<tr>
<td>Clancy, Ellen (Chair)</td>
<td>✓</td>
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<td>Greene, Sari</td>
<td>✓</td>
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<tr>
<td>LaPlante, James</td>
<td>✓</td>
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<td>Larson-Kane, Donna</td>
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<tr>
<td>Reuscher, Mark</td>
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<td>Riehle, Martha (Marty) A.</td>
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Advisory Members:
Mark Duval

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<th>Staff</th>
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<tr>
<td>Mann, William - Economic Development Director (EDD)</td>
<td>✓</td>
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<td>Parks, Tess - Economic Development Associate (EDA)</td>
<td>✓</td>
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<td>Reny, Joshua - Assistant City Manager (ASM)</td>
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Guests / Other:

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<th>Time</th>
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<tr>
<td>2 mins</td>
<td>Welcome and Roll Call</td>
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<td></td>
<td>Minutes Taken by Tess Parks, EDA</td>
<td>Ellen</td>
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<td>Meeting called to order by Ellen Clancy, Chair at 6:05 p.m.</td>
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<td>3 mins</td>
<td>Approval Minutes</td>
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Minutes – Motion by [Sari Greene](#) and seconded by [Mark Reuscher](#) to approve the Minutes of the [August 19, 2020](#) meeting. Vote **All Attending** in favor **None** opposed.

**Member Introductions**

Members attending gave a short elevator speech to the group to provide professional/personal background.

**Summary of EDC Member Elevator Speeches:**

- **Ellen Clancy**: Business background (former IT Director at Liberty Mutual), formerly involved with South Portland Schools (two sons attended), experience with commuting to New York from SP, current Real Estate agent/flipping properties.

- **Donna Larson Kane**: 30+ years as a SP resident, daughter was a Red Riot, 20 years as the Planner in Freeport, current contract worker with Sebago Technics, now setting up independent planning firm.

- **Sari Greene**: 26 years residing in SP; tech entrepreneur of two cyber security businesses primarily healthcare and financial; author of three college textbooks on cyber security; involved with SP Food Cupboard; founder of SP Community of Kindness, avid sailor.

- **Mark Duval (Business Advisory Member)**: Background in plumbing/diesel mechanics/pipe fitting; owner and operator of Duval Service Center; rehabbed and sold New England Transmission; two adult children living in SP; on the Board of SMCC Finance, member of the Rotary Club; real estate acquisitions.

- **Mark Reuscher**: MBA in business; former manufacturing operations manager in PA; moved to Maine in 1990; started a gym and owner for 14 years; current full-time professor and Chair of Business Committee at SMCC; three kids; 30 years in SOPO.

- **James LaPlante**: Bought home in South Portland in 2000; has child attending SP High School; runs an Emmy-award winning animation studio; owns and operates a co-working business; specializes in visual communications.

**Decisions**: EDC members not present this evening (Bruce Bennett and Marty Riehle) will give their elevator speeches at the next meeting.

**Actions Taken**: No actions taken.
Chairperson Ellen Clancy suggested members go around and share their general reactions to the Phase 1 Marshall Communications Marketing Plan.

- **Mark Reuscher**: Challenge to promote SP as an environmentally friendly community while having tanks; Logo is tired and should be updated for ALL City materials; need mobile-friendly apps; Small Business Grant Program should offer more funding than $2,000; concern of statistics regarding school performance.

- **Mark Duval**: Grant program should offer more funding; business outreach should include more community interactions or check-ins; marketing plan should showcase long-term businesses - they need our support.

- **James LaPlante**: Challenge of Marketing SP mid-2020 when business landscape is changing and so much is unknown; Plan should touch upon remote working/changes to workforce; SP has many hidden gems and most associate SP with the Maine Mall; mentioned he has a harder time marketing co-working business than competitors in Portland.

- **Sari Greene**: Agreed with many of the findings in topics such as diversity, community building, and environmentally friendly; disagreed with claim of being pro-business; there was some disconnect between objectives and three year goals; need to step back and ask who it is that we are trying to attract and whether or not we are business friendly.

- **Donna Larson Kane**: Plan misses the mark in describing SP as business friendly; some policies (i.e. moratorium) may slow growth and change the tax burden; retail is declining; need to be more proactive in addressing upcoming vacancies; process for planning approvals could be improved and more geared to be pro-business.

- **Ellen Clancy**: Overall good marketing plan; many sections were too generic/cookie cutter; generally speaking the real estate market is overpricing but commercial may be considerably more affordable than Portland; challenge of sustainability/tanks; not pro-business as plan claims; lack of emphasis on work-from-home transition; stories of recovery could be meaningful in marketing plan.

Economic Development Director Mann provided reactions and comments to the initial round of comments.
Chairperson Clancy suggested going around for other comments.

- **Sari:** Marshall should compose 2-3 page Executive Summary to assist Discovery Team in capturing main points/goals (structural feedback).
- **Mark R:** Need plan to help assist businesses that are here. We should move forward and know that the plan can change down the road as circumstances will often change.
- **Mark D:** Need to enhance communications of the EDC with the Planning Board to assist with making the planning process less frustrating for clients. Figuring out way to enhance ability to communicate and have a chance to be at the table of important conversations.
- **Donna L-K:** In terms of recovery, we also need to find out what customers want from businesses during COVID-19 operations; what do they need to feel safe?

The Group discussed the merits and negatives of whether or not the plan should be edited for factual inaccuracies before it is presented to the Discovery Team.

One perspective noted that factual inaccuracies might be distracting to the Discovery Team and take them off task of what needs to be focused on. Another perspective conveyed that the plan should be presented as it stands to leave room for discussion and to increase inclusivity.

James LaPlante asked for clarification as to the role and purpose of the Discovery Team. Chairperson Clancy described the focus group nature of the Discovery Team and their role in providing feedback.

The group weighed in on these perspectives further.

**Decisions:**

**Bill Mann** will contact our marketing and branding consultants as well as the Discovery Team members to confirm participation and survey team members to determine a date for the in-person October meeting.

**Action Taken:** Motion by Chairperson **Ellen Clancy** and seconded by **Mark Reuscher** to let the Discovery Team view this phase of the Plan as it stands.

**Ellen Clancy, James LaPlante, and Mark Reuscher** in favor and **Sari Greene, Mark Duval, and Donna Larson Kane** opposed.
A second vote was taken on the motion. All Attending in favor and none opposed.

15 mins

Survey to City Council

The Group did not discuss this topic in depth this evening.

Decisions: Discuss topic at next 2-hour EDC meeting.
Action Taken: None

10 mins

Discussion of Designation of Primary Points of Contact Persons for Various EDC Projects / Initiatives – EDC Feedback

- Discussion of Additional meetings
  - Chairperson Ellen Clancy brought up the idea of having additional meetings on specific topics. These meetings would be topic-focused and shorter than traditional EDC meetings. She suggested that these second monthly meetings would go through the year’s end.
  - James LaPlante agreed that it would be beneficial to have Sub-Committees for topics that may go before the Council.

- Discussion of Sub-Committees – Project Point Persons to work with Staff
  - Moratorium (Donna, Sari, and Mark D.)
  - Outside Dining (Ellen, Donna)
  - Broadband (Sari)
  - Comprehensive Plan Implantation Committee (Marty)
  - Economic Development Strategic Planning (Whole Committee)
  - Metrics (Whole Committee)
  - Economic Development Plan Update (_______)
  - One Climate Future (_______)
  - Annual Business Awards (_______)
  - Other ________________________(_______)
  - Other _________________________(_______)

EDD Mann brought up the topic of changing the start time of each meeting. The group agreed on changing the start time from 6 p.m. to 5 p.m. going forward.
**Decisions:** The second meeting each month will occur two weeks after the regularly scheduled EDC meetings on Wednesdays from 5 p.m. – 6 p.m.

Moving forward, the 2-hour monthly EDC Wednesday meeting will go from 5 p.m. – 7 p.m.

**Action Taken:** Motion by Ellen Clancy and seconded by Sari Greene to change meeting start time and add a second EDC meeting for one hour on one specific topic.

Vote: **All Attending** in favor and **none** opposed.

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**Update: Economic Development Dept. Initiatives**

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

- **Moratorium** – **Donna, Sari, an Mark D. will focus on sub-topic**
- **Tree Ordinance /Tree Replenishment**
- **Deal Flow** – some things
  - List – Excel sheet
  - 65 Gannett Drive
- **IEDC Annual Conference – Virtual** – Oct. 13 – 16
  SG, DL-K, EC, WM, TP interested in attending. Can attend virtual conference at 496 Ocean gym or conference room.
  MD would like to see materials.
  **Note:** Reach out to Marty R. to see if she would like to attend.
- **IEDC – Strategic Planning Course – Virtual** (Oct 8 & Oct. 9)
  (Typically 10am – 5pm) WJM to attend and Tess, and possibly Ellen and Sari to log-in – Discussed viewing option with instructor Jim Damicis of Camoin Associates.
  - **NOTE:** Jim Damicis is the City’s Business Retention and Expansion (B, R & E) Consultant – part of Keep Maine Healthy Grant.
  - Bill noted that this course content might be of help to the Committee as it establishes metrics and develops its 2021 Work Plan.
- **Outside Dining / Retail Business** – After current temporary Ordinance expires on Nov. 1 – What is plan – City needs one. Does EDC have an interest in playing a coordinating role?
Need to convene group of stakeholders – this could be an EDC led effort with businesses and various City Departments.
Chairperson asked for clarification for role of EDC. EDD inquired whether the EDC wanted to play a role in coordinating a Zoom meeting with businesses and appropriated City Departments to discuss collaborative solutions between the City and businesses.
Donna brought up the topic of outdoor space heaters and collaborating on a bulk purchase – subject to input from the Fire Department. She asked about possible grant funds for heaters.
What is the Maine Association of restaurants saying/recommending?
- Keep Maine Healthy Grant COVID-19 Response – Camoin
  - HubSpot
    - Customer Relations Management (CRM) platform for B, R & E Program
    - Social Media Content Calendar – multiple sites
      - Track Client interactions and Social Media
      - Better Analytics
- Business Retention, and Expansion (BR & E), COVID - 19 Business Surveys via email and regular mail
- Public Service Announcements (collaborative effort with Falmouth, Portland, Scarborough, South Portland, Westbrook Portland Regional Chamber of Commerce, and perhaps the Greater Portland Council of Governments (GPCOG)
  - Metrics – When to meet – if to be discussed with Council in Nov. or Jan. this needs to be on Agenda
  - Broadband – Underline and GWI
  - City Council Workshops – Need to let Scott know
    - October 6 - scheduled for Marketing Update – We will not be ready
    - Date for Discovery Meeting – Need to Set
    - Suggest switching to Broadband Discussion – possible Executive Session or CANCEL. As no Councilor has requested Workshop on this nor are we ready to suggest action the Council City Manager
Morelli has indicated that this Workshop slot has been reassigned

- Nov. 5 – Scheduled for Discussion Regarding Updating the Economic Development Plan / Priorities & Changes to Membership
- Suggest switching to Marketing Update?
  - Ellen – to provide propose Agenda to Bill next week.

- City Council Workshop – January 26, 2021
  - 2021 Plan and Metrics for Measuring Economic Development and,
  - Updating the Economic Development Plan / Priorities & Changes to Membership?

- COVID-19 Hardship – Small Business Grant Program update
  - 15 (14 @ $2k & 1 @ $500) approval + 1 denial
  - Slightly modified requirements – 3 pending applications
  - More Marketing of Grant Program as part of - Keep Maine Healthy Grant outreach – B, R & E outreach.
  - Continuing to accept applications as long as funds remain or Dec. 31 2020, whichever occurs first.

- City of South Portland Business Loan Fund / COVID-19 Rapid Response Microloan/ GPCOG Administration

- 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.
  - Bill indicated need to get sense of Committee and then discuss with City Manager.
  - Bill would like to have a brief discussion at the meeting – Time did not permit.
  - Need to discuss at another time

- Economic Development Plan Update
  - Smith College Scholarship-Funded Intern – Phoebe Little
  - Remote / Socially distanced work arrangement
  - Data and demographic information updates to Economic Development Plan¹
  - Assist with update of Doing Business in South Portland Guide²
    ¹Bill would like to discuss what is included in the Economic Development Plan update as it is hoped that it can be updated in calendar Q-4 2020 and include reference to and coordination with the City’s
Community Marketing and Branding Plans, One Climate Future Plan, OpenSpace and existing Comprehensive Plans and conversely, it might be appropriate to have the EDC advocate that the other plans mentions and support/make reference to the goals of the Economic Development Plan as well as all of these plans referencing and incorporating the City Council Goals when and where appropriate/possible. This will require some of the EDC if it is to be presented to the City Council in January 2021 along with the Committee’s Annual Report and proposed Committee Work Plan for 2021.

We would like to have the update of the Doing Business in South Portland Guide in a print format as well as optimally formatted for digital presentation (for both the web and smart phone technology) including all appropriate links. The paper/printed copies are a legacy format. Frankly, we should avoid printed copies as much as possible.

- Enhance Eco Devo Web, Facebook, and other platforms part of both Marketing Planning and B, R & E programming.
- Dredge – Status – Application for BUILD GRANT not funded.
- Fertilizer Ordinance (+ Pesticide Ordinance) = Proposed Land Use Management Ordinance - coming
- Sprinkler Ordinance Changes (all new Single Family Residences and renovations of 50% or more sq. ft. – delayed until Oct. 2021.
- One Climate Future – Plan made public today 09 16 2020
- Brownfield Assessment Grant
  - PK Realty Management – Brownfield Assessment – first program participant.
  - Brownfields 101 Webinar – 09 01 2020
- L.L. Bean Summer Across Maine Pop-Up Shop – Bug Light Park, 08/22-08/23 10a-5p
  - 6k+ FB views
  - $2,500 Donation and all event fees paid.
- Fore River Brewing – inside and outside Dining approved

**Decisions:** Meeting time would be extended to **8:15 p.m.** to allow time to finish the EDD update.

- Ancillary Meeting topics:
  - Small Business Grant Program
- Next 2-hour meeting will include discussion of City Council Survey.
- Tentative meeting topic of Moratorium next Wednesday, September 23rd

**Action Taken:**

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<tr>
<th>10 mins</th>
<th>Decision:</th>
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**Action Taken:**

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<tr>
<th>5 mins</th>
<th>Review of Actions and Decisions &amp; Close</th>
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<tr>
<td>• Tess will prepare meeting notes and distribute to Ellen for Review next day (Thursday, September 17)</td>
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**Meeting called to adjourn by Chair at 8:18 P.M.**