Date: December 16, 2020
Time: 5 p.m. to 7:00 p.m.
Location: Virtual Zoom Meeting
Meeting Link: https://zoom.us/j/95987320517?pwd=MDV1cmdXSnhsTFRTSnJMRXVOczIvVz09
Meeting ID: 959 8732 0517      Passcode: 434119

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

<table>
<thead>
<tr>
<th>Members</th>
<th>Present</th>
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<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>E</td>
</tr>
<tr>
<td>LaPlante, James</td>
<td>✓</td>
</tr>
<tr>
<td>Larson-Kane, Donna</td>
<td>E</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>
</tr>
<tr>
<td>Mark Duval</td>
<td>✓</td>
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<tr>
<th>Staff</th>
<th>Present</th>
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<tbody>
<tr>
<td>Mann, William - Economic Development Director (EDD)</td>
<td>✓</td>
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<tr>
<td>Parks, Tess - Economic Development Associate (EDA)</td>
<td>✓</td>
</tr>
<tr>
<td>Reny, Joshua - Assistant City Manager (ASM)</td>
<td>✓</td>
</tr>
<tr>
<td>Guests / Other:</td>
<td></td>
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<tr>
<td>Tom Wengler – Consultant, HubSpot</td>
<td>✓</td>
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Time          | Item                                                   | Owner       |
---------------|--------------------------------------------------------|-------------|
2 mins         | Welcome and Roll Call                                  |             |
               | Minutes Taken by Tess Parks, EDA                      | Ellen       |
               | Meeting called to order by Chairperson Clancy at 5:03 p.m. |             |
20 min         | Update on HubSpot                                       | Tom and Bill|
- Economic Development Director (EDD) Mann provided a brief background on the purpose of using HubSpot as a Client Relationship Management (CRM) platform. He noted that the Economic Development Department is working with Camion Associates to use HubSpot to survey the business community regarding the impacts of COVID-19. This effort is being funded by Keep Maine Healthy (KMH) grant funding.
- EDD Mann introduced guest Tom Wengler, a HubSpot consultant collaborating with Camoin Associates and assisting the City with building out HubSpot.
- EDC members provided brief introductions.
- Tom Wengler presented to the group more information on HubSpot and explained its use for marketing, EDO projects, outreach to companies and contacts, creating tickets, etc.
- The first survey will close on December 31 (considering extending the deadline) and results will be reported.

EDC members had a chance to ask Tom questions before he exited the meeting.

Approval of Minutes

Minutes – Motion by Ellen Clancy and seconded by Mark Reuscher to approve the Minutes of the November 18, 2020 meeting.

Vote All in favor. None opposed.

Update on Marketing and Branding

- Chairperson Ellen Clancy provided background regarding her role as a Discovery Team member that participated in the first Discovery Team meeting conducted by Marshall Communications as a part of the community Marketing and Branding Plan initiative. Ellen provided a recap of key discussions and themes of the Discovery Team meeting.
- EDD Mann provided an update and purpose of why Marshall Communications created an Executive Summary outlining the Phase 1 Marshall Plan created for South Portland.
- EDD Mann showed the group logos designed by branding consultants, Portland Design Co., for feedback and first impressions.
- EDC members provided feedback on logos and had a general conversation about how the logo process selection was going, what things should be considered moving
forward in terms of gathering feedback, and ways in which the new logo will be utilized in City branding.

Discussion of Business Awards

- The group reviewed the PR/AD copy for the South Portland Annual Business Awards, which was drafted by members James LaPlante and Chairperson Clancy.
- The group discussed next steps for outreach and deadlines for submitting business award nominations.
- Outreach will begin in the coming days utilizing social media, the press release/AD copy, and a website announcement.

Decisions:

- Business Award nominations are due by **January 15, 2020** prior to the EDC meeting held on January 20, 2020.
- The Economic Development Department (Bill and Tess) will work on developing the 2020 nomination form in the coming days. There was some discussion as to how the form will be created – JotForm or other online fillable form.

Actions Taken:

Motion by **Ellen Clancy** and seconded by **Marty Riehle** to approve the Annual Business Awards PR and AD Copy.  
Vote **All** in favor. **None** opposed.

Feedback on Business Outreach

Chairperson Clancy introduced the topic of business outreach and suggested the group share their personal experiences with calling businesses.

- Group members shared their individual experiences, challenges, updates for contact information, and asked questions for certain situations posing challenges (i.e. how to proceed for businesses with corporations with HQ outside of South Portland).
- There was some discussion on different strategies for successful outreach and the idea that the goal is to build a core database overtime that will likely never be 100% up-to-date.
- EDD Mann noted that the donation to South Portland Food Cupboard is still available for surveys completed.
Decisions:
Chairperson Clancy, Martha Riehle, Mark Reuscher, and James LaPlante agreed to take on 25 more businesses from the list to call. Economic Development Associate, Tess Parks, will send the next list to participating members.

Action Taken:

Update from Economic Dev. Director (EDD) – To be Emailed Prior to Meeting

EDD Mann provided a brief update on the following topics:

- **COVID-19 Hardship Small Business Grant Program** – will be seeking to extend deadline through the Governor’s State of Emergency and will be proposing an expansion in the types of purposes allowed for funding.
- **Holiday Outreach Initiative** – Supporting buying local through small business promotion / social media campaign.

**Broadband** - EDD Mann provided the Committee with a brief overview of conversations that are ongoing with a couple of parties related to Broadband development in the City. One is the S.P. School Department’s effort to get a grant from US Ignite’s OVERCOME program. If successful the grant will provide funding to deploy a rapid intermediate solution that will provide Internet connectivity for approximately 300+ households and 350+ students in the Redbank and Brick Hill neighborhoods as soon as April 2021.

EDD Mann also noted that the due diligence continues with a looking to build a community wide Broadband in the City

He noted that GWI recently received funding from the Finance Authority of Maine (FAME) and plans to begin some further upgrades to Internet service in the City.

Bill asked for and received by acclamation, no formal vote taken, requesting letters of support from the EDC for the School’s grant package. The request was acclamation. Sari Greene who is the member of the EDC who is the designated point on this issue.

**Chairperson Clancy requested that the Economic Development Department provide the EDC with a list of**
social media platforms utilized by the Department. EDD Mann agreed that this request would be delivered.

5 min
Update on Comprehensive Plan Committee
No update as of now. Will provide an update on date and time of meeting.

<table>
<thead>
<tr>
<th>Decisions and Actions</th>
<th>Item</th>
<th>Owner</th>
</tr>
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<tbody>
<tr>
<td>Decisions</td>
<td></td>
<td>Ellen</td>
</tr>
<tr>
<td>Actions</td>
<td>• Tess will prepare meeting notes and distribute to Ellen for review next day.</td>
<td>Tess</td>
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Parking Lot Items

Meeting called to adjourn by Chair at 7:00 PM.