

TID STEERING COMMITTEE MINUTES

SEPTEMBER 27, 2019

In attendance: Annaliese Lafayette, Gerard Kiladjian, , Michael Strejcek, Peter Twachtman, Ed Palmer, John Schultzel

Absent: Scott McKenney, Alen Saric, Lucas Laidlaw, Kevin Pagnano, Michael Towle, David Tamulevich, Ken Lafayette

On the phone: Tiffany Gallagher, Rachael Bliss

SERVICE PLAN

We reviewed quickly the status of the Service Plan. Spoke about a few things;

- Agreed that the Services allocation should remain at 75% and go no lower.
- The remaining 25% is currently in flux between the amount going to Admin, Reserves, and the Collection Fee
- Reiterated again that 12% for reserves is too high, will review Visit Portland's budget and future needs to see if some of that needs to be put into admin.
- Will need to add Westbrook and Cape Elizabeth to the document
- Will have a meeting to discuss the Governance structure, with nothing else on the agenda

ADMINISTRATION

The Committee asked Lynn to share a current Visit Portland budget at the last meeting. Lynn & Amy Tolk, CFO of Visit Portland, has put together the current budget for the committee's review. Currently working on a second corresponding budget to reflect what the budget might look like with the district in place. This budget will be ready to present at our next TID meeting.

This might also determine how much of the allocation should go into admin.

COLLECTION FEE

At this point the collection fee is set at 3%, it's worth noting that once we start having conversations with municipal leaders, that percentage may change.

******* REMEMBER THAT THE SERVICE PLAN IS A MOVING DOCUMENT WHILE CONVERSATIONS ARE TAKING PLACE AND AT ANYTIME THINGS MAY CHANGE -- THE SERVICE PLAN DOCUMENT IS NOT TO BE SHARED.**

INFORMATIVE MEETINGS - OCTOBER 29 - 30

Tiffany Gallagher with Civitas will be in Maine for informative meetings for hoteliers, owners, and municipal leaders.

Two opportunities for hoteliers to attend: (Members of the TID Committee should attend these to support the idea and process)

October 29 - 8:00am - 9:30am

October 29 - 3:30 pm - 5:00 pm

The Sheraton at Sable Oaks offered to host the meetings.

Remember that this is an opportunity for you to invite your owners! Lynn will also be reaching out to Committee Members to see who has personal connections to invite other hoteliers to attend. The goal is to get 100% attendance at these meetings.

Municipal leader meetings:

We will schedule one-on-one meetings with each City/Town Manager. In attendance will be Lynn Tillotson, Tiffany Gallagher, Chris Hall, and *at least one hotelier from the Steering Committee.*

I will be reaching out to you all to see who can make a meeting.

OWNER PRESENTATION PIECE

Lynn presented a booklet designed to talk to other hoteliers and ownership about this process. Feedback was given that it needs to be reworked to be more about the scary situation our region. Such as; our lack of DMO funding, increase in hotel inventory in market and need to fill those rooms, declining overall state visitation, we're at a disadvantage against our competition, etc. Be more clear about the negative things that are threatening our industry - then introduce the concept of the TID.

This will be presented at our next meeting for review.

NEXT STEPS

- Visit Portland Budget Review
- Owner presentation review
- Governance structure meeting
- Hotel / Owner meetings
- Municipal meetings

**Please save the date and try to keep your schedules open for October 29 and 30
Next TID Steering Committee to review governance: TBD (Doodle Poll to be sent out)**