

TID STEERING COMMITTEE MINUTES

ZOOM: NOVEMBER 13, 2020

In attendance: Annaliese Lafayette, Ken Lafayette, Gerard Kiladjian, Ed Palmer, John Schultzel, Lucas Laidlaw, Alen Saric, Michael Strejcek and Tiffany Gallagher

Absent: Kevin Pagnano

UPDATE:

The original path we were hoping to use to develop a Tourism Improvement District was through Home Rule authority. Shanna Mueller with Bernstein Shur was a little concerned about using Home Rule Authority. Instead she identified the ability for us to proceed with a Development District.

There are some differences between the two –

- ... With a Development District we would have to draw the bounds of the district around the businesses themselves instead of a whole geographic area. The reason is due to a rule within the guidelines of a Development District; “Designated district cannot be more than 5% of the total municipal acreage”.
- ... Allows for the opportunity for the committee to decide on a specific approval process. The previous Home Rule path would require us to petition hotel owners. *(The TID committee chose previously that we would petition to get votes accumulated by “majority of rooms”.)* A Development District does not require a vote, rather only a public hearing to allow for stakeholders to write in for opposition of the district. The Committee could also suggest gathering letters of support versus a petition.
- ... Collection would be essentially the same – this formation avenue doesn’t require us to pay the municipality for the pass-through, however they may also ask for assistance.
- ... Also allows for the term to be up to 30 years.
 - Downside with a shorter term is that we would have to do this process again at the end of the term; City Managers, City Councilors, GMs, and owners could all be different so this would require education and convincing all over again.
 - Downside of 30 years? Perception... but... in order for the stakeholders to feel comfortable, the committee could choose to build a plan with an annual opportunity to dissolve the district.

DISCUSSION:

John: Most hotels understand the contracts and ability to dissolve – he very much supports the 30 year option. Maximum transparency is ideal.

Question: What are average terms with other districts? Answer: Some dictated by law – PA for example allows no more than 5 years.

Ken: Worried about bringing to businesses this concept in a downturn – but it was reminded that this is not an out of pocket expense to the businesses – only pay when a visitor pays. And remember, dues go back into your pocket.

Annaliese: Question: Is this a Business Improvement District? Answer: No, a BID is a property assessment and based on a property value – It is an assessment district but functions differently

Question: What are the parameters are for the district? Answer: Development Districts don't need to be contiguous, therefore in order to keep within the allowable percentage (5%) of the municipality we have the option to “draw a circle” around each hotel parcel. Certainly the hope is make the area as wide as possible to allow for future development but may have no choice to do each business.

John suggested a document from Civitas about why they think this is the best path. Summary of options with pros/cons – *Tiffany to provide.*

TIMELINE:

Tiffany presented a new timeline. *(See attached within this document)* Keep in mind that a TID usually is done in 1 municipality – we are moving through 4. (Portland, South Portland, Scarborough, and preparations for Westbrook) *Maybe GPCOG can help us streamline the public approval process.*

Consensus Building and Community Education

- a. Hotel educational sessions
- b. Municipal consensus building

Next Steps

- a. Finalize Service Plan
- b. Draft legal documents for municipal review
- c. Identify dates/times for consensus building

WEBSITE COMMITTEE INFO PAGE:

NOTE: New Password Protected TID Committee Web Page –

<https://www.visitportland.com/members/resources/tid/>

Password: **VP&TID%2020\$**

P.S. Old URL will still work & redirect you. www.visitportland.com/tid

PROPOSED NEW TIMELINE AS OF NOVEMBER, 2020

Action	Responsible Party	Date
Finalize Service Plan	VP, Civitas	December 2020
Prepare presentations and handouts for Hotel, Community, and Municipal consensus building	VP, Civitas	November-December 2020
Hotel, Community, and Municipal in person meetings	VP, Civitas	December 2020-January 2021
Legal and Municipal; Draft ordinance	Civitas	December 2020-January 2021
Hotel approval process	VP, Civitas	January – February 2021
Municipalities Introduction to legislative bodies	VP, Civitas	March-April 2021
Mail Notice of Public Hearing on proposed GPTID	Municipalities, Civitas	March- April 2021
Municipalities Public Hearing to Form the GPTID and Resolution of Formation	VP, Civitas	April-May 2021
GPTID begins collecting assessments	Lodging	June/July 2021