



**Portland 2030 District  
Board of Directors' Meeting Notes  
Tuesday, February 7, 2017**

**Board of Directors' Members Present:**

Drew Swenson, Paragon Management  
Ken Matsui, J.B. Brown  
Amy Geren, Portland Downtown  
Todd Dominski, East Brown Cow  
Christine Rogers, Alodyne (called-in)  
Reid Hayton-Hull, Drummond Woodsum  
Laci Hoskins, CBRE/Global Workplace Solutions (called-in)

**Not Present:**

Matt Peters, Avesta Housing

**Staff/Guests Present:**

Jennifer Brennan, GPCOG/ co-chair, Mobilize Maine Energy Action Team  
Dave Low, 2030 Architecture Liaison/Agatewood Consulting/Mobilize Maine Energy Action Team

**Meeting Notes:**

Drew Swenson called the meeting to order. There were no changes made to the October, 2017 meeting notes.

There was a discussion to change the name of the committee from "Leadership Committee" to "Board of Directors". All were in favor of the change to Board of Directors and Drew as President of the Board of Directors.

**Agenda item #1 Funding: Update on Maine Community Foundation:** Drew reported that he, Dave and Jennifer met with Steve Rowe, Jen Southard and two other funders interested in climate at the Maine Community Foundation (MCF). We shared that we were planning an upcoming Financing Forum and that we are focusing on the following topics for our members: education, return on investment, tenant/landlord issues, low interest financing, etc. Jen

Southard said she would like to attend the Financing Forum. MCF has a \$500,000 revolving loan fund for economic development and might consider a loan guarantee for energy-related projects.

There was a discussion about commercial direct install programs, the potential to bring in some vendors to do low cost audits and how to calculate simple ROI for members so that owners can make the jump to investing in projects. In addition, it was acknowledged that large amounts of capital are needed and most owners don't have the cash flow to do the projects because their businesses are already fully leveraged. It was also mentioned that the best time to make the investments is when a property changes hands and to build the improvements into the new financing, and that "end of life" projects are different.

Shawn said that banks look for two things: 1) information to define the savings 2) a real estate appraisal and legal documents which can add upwards of \$10,000. Some kind of loan guarantee would make things least costly and easier for the banks to approve loans. Typically loans are 20-25 years but for energy efficiency improvements could do 10 years. Drew has invited David Harrigan from the Appraisal Institute to the Financing Forum.

It was agreed that education is key for all buyers. They should receive a package of information of what things they should be considering up front before they do their financing. The Appraisal Institute of America educates realtors and bankers with a specific tool. *Drew will find out if the tool is being used in Portland.* Some engineering companies that might offer low cost audits include: Sparhawk, Andrew Calise, Nova Consulting and others. *Todd will provide Sonia's contact information.*

It was agreed that we should focus on a separate realtor/broker education effort in the future. And that we should talk with MEREDA about having a topic at one of their breakfast forums.

We reviewed the invites for the Financing Forum and Drew is checking with a number of banks for their attendance.

**Agenda item #2 Discuss and Review Letter to Utilities about Aggregate Data:** Dave reported that the draft letter is complete and that we need members to review and sign. He and Jennifer also reported that they asked Efficiency Maine to review and sign onto the letter which they are considering. Efficiency Maine is also considering asking for data on our behalf which would be a lot faster than doing it through the utilities. Dave also offered that the Institute for Market Transformation has resources for utilities so when and if we meet with the utilities we can suggest they can take advantage of their resources.

**Agenda item #3 Discuss and Review Language for Leases related to Obtaining Utility Data":** Dave sent around options to consider via email previously. Drew has already started using new language with his tenants, so has J.B. Brown & Sons. The reaction so far has been positive. The new lease provisions have obligated tenants to "access" or "provide access quarterly". Ken will send around the language and Reid will review.

**Agenda item #4 Budget Update:** Drew, Dave and Jennifer put together a first draft of a project budget including in-kind contributions from GPCOG and Dave (since he works for free) and

projected it out on an annual timeframe, including expenses and income. The only change was additional funding for on-going education for an Executive Director. Dave said that Electrochromatic Glass company might be interested in sponsoring a future forum.

**Agenda item #5 Transportation:** Amy reported that the parking study is wrapping up this month. There will be additional funding for implementation measures such as signage including multi-modal, bike racks, etc.

Jennifer reported that PACTS the Metropolitan Planning Organization housed under GPCOG is completing a baseline study for Portland 2030 District which will forecast out driving trips (and congestion) within our boundaries through 2030, so we can see what the growth in trips, related to congestion, will be.

Jennifer also floated the idea of doing an on-line survey of our members' tenants and others in our District boundary to determine how people are traveling to and from downtown buildings and what incentives might be successful in getting them to change their transportation behavior i.e. taking transit, carpooling, biking, etc.

**Agenda Item #6 MEREDA Showcase:** Drew reported that Paragon Management is sharing half of their booth with Portland 2030 District and Jennifer and Dave will staff it. Jennifer will work on obtaining a raffle item and a give-away to go in the Paragon/2030 District bags Drew is having made.

**Agenda Item #7 Intern:** Dave and Jennifer reported that Brian Regina started work last week and he's currently working on cataloging our members' buildings and on the energy baseline.

**Agenda Item #8 Events: Financing Forum in February:** This was discussed during the first agenda item. In addition, Reid is waiting to hear back if Drummond and Woodsum's conference room is available. Jennifer will send out the list of invites.

The meeting was adjourned at 11:20 a.m.