



**Portland 2030 District  
Leadership Committee Meeting Notes  
Friday, September 16, 2016**

**Leadership Committee Members Present:**

Laci Hoskins, CBRE/Global Workplace Solutions  
Matt Peters, Avesta Housing  
Trish McClellan, J.B. Brown  
Christine Rogers, Alodyne  
Reid Hayton-Hull, Drummond Woodsum  
Amy Geren, Portland Downtown  
Todd Dominski, East Brown Cow

**Not Present:**

Drew Swenson, Paragon Management

**Staff/Guests Present:**

Shawn McKenna, Bangor Savings Bank  
Naomi Mermin, Consultant  
Kristina Egan, GPCOG  
Jennifer Brennan, GPCOG/ co-chair, Mobilize Maine Energy Action Team  
Dave Low, 2030 Architecture Liaison/Agatewood Consulting/Mobilize Maine Energy Action Team

**Meeting Notes:**

Kristina Egan, Executive Director, GPCOG welcomed everyone and presided over introductions.

Dave Low, Architecture 2030/Agatewood Consulting/Mobilize Maine Energy Action Team gave some background on his involvement in the District in Seattle and his role with 2030 Architecture and the 2030 Network. He also reported that the 2030 Network will soon become its own non-profit organization, transitioning from and becoming separate from Architecture 2030.

He suggested that before each meeting we review “metrics” of progress that has been made to remind us where we are in delivering results to our members.

The committee had a discussion of what the Portland 2030 District can do and how we can provide value and attract others to participate. It was agreed that the group should continue to provide educational resources at events similar to the recent Summit, including the following topics: tenant engagement, reduction of water consumption, financing etc. and take advantage of the many partners in the downtown to help get the word out and seek participation through groups such as: MEREDA, AIA, Portland Downtown and others.

It was suggested that the Portland 2030 District serve as an information “hub” for all energy, water and transportation-related programs, including financing, rebates, incentives, education, best practices, case studies etc. to make it easy for property owners, managers and developers to obtain the necessary information they need to be successful in reaching the 2030 goals. Jennifer mentioned that perhaps the Portland 2030 District can provide one-on-one technical assistance to the property owners to obtain this information directly to help with project implementation. She also mentioned the current discussions with Portland Downtown, the City of Portland and GPCOG to form a Transportation Management Agency and a marketing campaign focused on transportation alternatives to downtown.

The group discussed what they want this group to be called and the consensus was a “Leadership Committee” with the desire that Drew Swenson be the President/Chair. It was also discussed who else should be at the table and the following representatives were suggested: engineering, marketing, real estate appraiser and finance. The group also discussed whether the City of Portland should be involved, on the Committee or as an ex-officio member and it was decided to hold off making a decision until the results of the proposed, required commercial benchmarking ordinance is decided.

The group discussed the need to keep separate and transparent the funding for the Portland 2030 District. Jennifer explained that the GPCOG finance department will keep track with regular reports (and that GPCOG will absorb this overhead expense). She also explained that currently there is a small \$10,000 grant from Architecture 2030 and U.S. Economic Development Agency (EDA) funding that pays for her time to work on the project. She also said that budgets are being finalized soon internally and GPCOG will make a decision as to how many hours they will fund for her time going forward on this project. It was agreed that a budget needs to be drafted and that at some point fundraising will need to occur if a part-time or full-time Director is hired.

The group then discussed the need to complete the “baseline” which Dave explained focused on energy usage first and uses tax assessor data from 2003 in which the average energy consumption of buildings is determined and what we will use moving forward. Jennifer and Dave are looking for interns to help with this work.

It was also agreed that the Committee needs to decide the exact boundaries of the Portland 2030 District and Jennifer will send around the existing proposals (which can be changed if folks agree is necessary.)

The group then discussed the need to undertake benchmarking and Dave and Jennifer offered that we would undertake several building for our “founding members” but we also need intern help with this as well. It was agreed that we need to reach out to CMP and the other utilities to determine a better, faster way to obtain aggregate data. A number of suggestions were discussed. Jennifer will follow up with Matt and Christine with their past experience and some new ideas.

The group also discussed whether and when, to have a launch and press event. It was agreed that the Committee and the effort isn’t ready yet, we need to wait and define some things until we have a “story” to tell including possibly marketing collateral, a website, etc. We could also combine such a launch with an educational event. The timeframe was suggested for after the first of the year, 2017.

It was discussed again, the need to partner with other existing groups including the Chamber of Commerce, E2Tech, Green Drinks, MECD, MEREDA, Steve Konstantino and others. Jennifer will put together a list.

It was decided that the next meeting of the Leadership Committee will be held on Tuesday, October 11<sup>th</sup> from 9-10:30 a.m. at GPCOG and then to schedule two additional meetings after this, monthly, on the second Tuesday of the month. Jennifer will send out calendar requests to all.

The meeting adjourned.