

Minutes

Remote Housing and Economic Development Committee

November 2, 2021

NOTE: This meeting was held via Zoom and can be viewed at this link:

<https://www.portlandmaine.gov/129/Agendas-Minutes> These Minutes provide a record of those in attendance, general discussion taking place, and motions made.

A remote meeting of the Housing and Economic Development Committee (HEDC) of the Portland City Council was held on Tuesday, November 2, 2021, at 5:30 p.m. via Zoom. Present from the Committee was its Chair Mayor Kate Snyder and members Councilors Pious Ali, Tae Chong, and Andrew Zarro. Present from the City staff were Interim Housing and Economic Development Director Mary Davis, Associate Corporation Counsel Michael Goldman, Planning and Urban Development Director Christine Grimando (joining the meeting as noted herein), Business Programs Manager Nelle Hanig, Principal Adm. Officer Lori Paulette, Office of Economic Opportunity Director Julia Trujillo, and Interim City Manager Danielle West. Also present was City consultant Greg Mitchell.

Item #1: Zoom Meeting Information – no Committee action required.

Item #2: Review and vote on October 5, 2021, draft meeting Minutes.

On motion made by Councilor Chong, seconded by Councilor Zarro, the Committee voted 4-0 to accept the Minutes as presented.

Item #3: Update on Portland Adult Education Workforce Training Program – Portland Adult Education (PAE) Anita St. Onge and Julia Trujillo Luengo

Ms. Trujillo indicated that the report today is for PAE's FY2022 TIF Workforce Development Plan, the third year of TIF Workforce Funding at \$100,000 from the Downtown

TOD TIF. OEO reviews quarterly reports submitted by PAE as they draw down funds.

Ms. St. Onge, Executive Director of PAE, thanked the Committee and the City for this funding, which allows PAE to serve students who would not otherwise be eligible for other funding.

Elizabeth Love, Assistant Director at PAE, then described the FY2022 Work Plan with a goal to serve 61 students; 58 were served in FY2021. She then highlighted the five programs for FY2022, including Education Academy, New Mainer Teller Training Program, Intensive English Course (twice per year), Job Readiness for Intermediate English Speakers, and Hannaford New Mainer Retail Leadership Internship Program – a pilot program for FY2022. (See attached PAE FY2022 TIF Workforce Development Plan for more information.)

Councilor Chong appreciated the OEO/PAE partnership, noting that other areas in Maine should do the same. The programs are transformative for the populations it serves for them to make livable wages, suggesting the City issue a press release about these successes. He wished the City could do more, and noted that drivers are needed for the Department of Public Works and for the School buses – particularly as the CDL permit program for Class A licenses will continue.

Councilor Zarro echoed Councilor Chong's comments. The programs are exceptional, and encouraged PAE to ask for more funding as this continues. He also noted interest in more private/public partnerships like the new Hannaford program and partnerships with small businesses perhaps in the future.

Councilor Ali thanked OEO and PAE, and agreed that including other businesses in partnerships may be the next step. Metro also needs bus drivers, noting he is on the Metro board and could provide introductions.

Ms. Love thanked all, noting that PAE has incredible, motivated students in these programs. The CDL program last year was a pilot program preparing students to obtain the Class A permits. There were 6 students and all got their permits and 3 now have CDL Class A licenses, with the others are working for it. This year, PAE got a 1-year grant that will cover the program so will not be using TIF money for it for FY2022.

Councilor Chong suggested that PAE did not have to necessarily have to create new programs as these are already working; just find more people to get this training.

Mayor Snyder asked about private partners and if they have helped PAE financially, and also whether PAE could assist more than the goal of 61 students for FY2022.

Ms. Love indicated that in the second year of the teller program, PAE received donations from all 8 partners for a total of \$25K. Hannaford will donate for internships at their company. Regarding increasing the goal of 61 students, Ms. Love suggested the possibility of a few more students.

Mayor Snyder thanked PAE for the update and for the great work and successes in the programs.

(Planning and Urban Development Director Christine Grimando joined the meeting at this point.)

Item #4: Public hearing on RFP Response and vote to authorize staff to begin negotiations for a Purchase and Sale Agreement (PSA) for the sale of the remaining portion of City-owned Thames Street property – Greg Mitchell/City Consultant

Mr. Mitchell said that this item is to obtain the Committee's authorization to begin negotiations for a PSA. He then shared his screen and highlighted the subject property, as well as abutting property and ownerships. The current WEX office building is owned by Jonathan Cohen, who, with partner Daniel Smith, was the sole responder to this RFP.

Mr. Mitchell said that RFP had three City goals: (1) Private Sector Investment, as outlined in the Eastern Waterfront Master Plan; (2) Parking, City replacement parking and accommodate parking requirements for new proposed private investment; and, (3) Future Streets (New Connector Road and Mountfort Street Extension). The proposal meets these 3 goals.

Mr. Mitchell noted that this has been a public process, including notifying property owners within a 500-foot radius of these meetings. The City Council also held a public hearing to authorize the staff to issue the RFP.

Mayor Snyder opened the meeting for public comment. Seeing none, she then closed the public comment session.

Councilor Chong said that he liked the proposal and that it made sense. He asked about comparable sales in the area, and Mr. Mitchell indicated that an appraisal was done on the subject property and preferred to further discuss in executive session. If the Committee authorizes staff to begin negotiations, staff will get the best deal it can for the City.

Mayor Snyder asked Mr. Mitchell his take on the City receiving just one response to the RFP.

Mr. Mitchell indicated that he did not expect a high number of responses, noting that two other interested parties did request the RFP. The goals here are to support private investment, connector road to distribute traffic and people, Mountfort Street extension for people access and view corridors, and parking replacement and for the associated new investment. These goals would have necessitated partnerships with other property owners to support more cohesive uses.

Mayor Snyder asked about next steps and timing, and Mr. Mitchell suggested an executive session with the Committee at its November 16th meeting, followed by a public hearing and vote perhaps in January by this Committee.

On motion was then made by Councilor Chong, seconded by Councilor Zarro, to

authorize staff to begin negotiations with 144 Fore St OZ, LLC. A vote was then taken on the motion and it passed 4-0.

Item #5: Public Hearing and vote to recommend to City Council proposed
Purchase and Sale Agreement for City-owned property at Lot 6 and 7 in the Portland
Technology Park – Mary Davis and Nelle Hanig

Ms. Davis noted the Purchase and Sale Agreement (PSA) is for Lots 6 and 7 in the Portland Technology Park (PTP). The PSA is with AJ Holding Company, LLC, a/k/a Aroma Joe's for a sale price of \$595,000. Aroma Joe's is planning new construction of a 12,000 sq. ft. building to relocate its headquarters from Warren Avenue to PTP. Estimated new taxes to the City from this development is \$26,000 annually.

Ms. Davis then provided some history of the PTP and noted that approximately 350 feet of roadway would need to be constructed by the City to extend the current road to lots 5, 6, and 7, with a plan to use net sale proceeds estimated at \$553,350 and a small CIP request. The estimate to build the road was \$662,760 in May this year; staff is looking for an update to that estimate.

Ms. Davis noted that once the sale is closed, the City would begin construction of the road extension for construction vehicles, and then finish it when done with construction of building. She thanked Nelle Hanig for her hard work to bring this forward today.

Mayor Snyder asked about timing, and Ms. Davis said that Aroma Joe's has 18 months to conduct its due diligence. After closing, the City would start with the road extension as soon as practical.

Mayor Snyder opened the meeting for public comment. Seeing none, she then closed the public comment session.

On motion made by Councilor Ali, seconded by Councilor Chong, the Committee voted 4-0 to forward this to the City Council for approval.

Staff will attempt to get this on the November 15, 2021, Council Agenda.

Councilor Ali reminded Ms. Davis about his request for more information on Air BnBs and short-term rentals.

On motion then made by Councilor Ali, seconded by Councilor Chong, the Committee voted 4-0 to adjourn the meeting at approximately 6:53 p.m.

Respectfully, Lori Paulette



Portland Adult Education FY 22 TIF Workforce Development Plan

Overview: Portland Adult Education intends to use its FY22 TIF funding allocation of \$100,000 to offer five distinct workforce development programs serving 61 students. TIF funds would cover 54% of the total cost and will fill a critical gap in resources to be able to run the programs and enroll qualified students who may be ineligible for other sources of federal and state workforce tuition support. In FY21 PAE served 58 diverse students in TIF supported programs - 77% identified as Black or African American, 5% Asian, 15% White, and 7% Hispanic. Students spoke 10 different primary languages and represented 22 nationalities.

Course Descriptions and Outcomes:

Education Academy: This program offers a flexible, customized approach to meet individual foreign-trained students' needs for entering the education field starting as Ed Tech IIIs with pathways toward Teacher Certification. The program includes a series of courses covering: working in schools in Maine/US, classroom management, teaching methods, remote learning, and exceptional students, as well as a practicum at Portland Public Schools, and one-on-one advising about the teacher certification process, credential evaluation, and job search support. This program works closely with several school districts for job placement.

FY21 Ed Tech 3 or Teacher Job Placement Rate	80%
FY 22 Projected Student Enrollment	12

New Mainer Teller Training Program 3.0: Working closely with its 8 employer partners, PAE will launch a third Teller Training program in January 2021. The 3 month, 150-hour course is co-taught by PAE instructors, ProsperityME instructors, and employer partners. The program provide additional skills training for English Language Learners in contextualized English, customer service, digital skills, personal finance, as well as networking and job search support, and includes the American Bankers Association Today's Teller Certification.

FY 20/21 Teller Job Placement Rate	67%
FY 22 Projected Student Enrollment	12

Intensive English Course (2x per year): This intensive, remote course is designed to enable intermediate English Language Learners to advance quickly to proficiency with opportunity for students to continue throughout the year. This course offers 3 times the intensity of other PAE ESOL classes per term. The course combines classroom and on-line learning with additional computer-based asynchronous learning outside of the classroom.

FY 21 English Assessment Score Increase	100% increase
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FY21 Job Placement Rate	68%
FY 22 Projected Student Enrollment	14

FY 22 Student Enrollment	3
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Workforce Training Program	Employer /Workforce Partners	Position	Starting Wage	Students	Total Cost	TIF Request	% of total cost
Education Academy	Employers:	Ed Tech III	\$17.67 - \$26 /hr \$38,000 min.	12	\$45,843	\$23,751	52%
	Portland Public Schools						
	Other local school districts						
	Workforce:	Certified Teacher					
	Catholic Charities						
	Goodwill Workforce Solutions (WIOA)						
New Mainer Teller Training Program 3.0	Employers:	Bank/Credit Union Teller	\$15-\$20/hr	12	\$39,000	\$15,000	38%
	Portland Regional Chamber of Commerce						

	Bank of America						
	c-Port Credit Union						
	Infinity Credit Union						
	Bangor Savings Bank						
	Norway Savings						
	Gorham Savings Bank						
	Camden National						
	Bath Savings						
	Workforce:						
	ProsperityME						
	Center for Financial Training and Education						
	Goodwill Workforce Solutions (WIOA)						
Intensive English Course (2x per year)	Workforce:	multiple	N/A	20	\$40,000	\$36,859	92%
	Greater Portland Workforce Initiative						
	Goodwill Workforce Solutions (WIOA)						
	Greater Portland Career Center						
	Catholic Charities						
	FEDCAP						
Intensive Job Readiness for Intermediate	Employers: Multiple in various sectors	multiple	\$14 -17/hr	14	\$34,000	\$19,390	57%
	Workforce:						

English Speakers	ProsperityME						
Hannaford New Mainer Retail Leadership Internship Program	Hannaford	Assistant Department Manager, Front End Service Leader	\$19.50 interns, approx \$50k salary	3	\$25,000	\$5,000	20%
Total				61	\$183,843	\$100,000	54%