

MAINE QUALITY OF PLACE COUNCIL

2011 Annual Report

Prepared for

Governor Paul R. LePage

and

Joint Standing Committee on Labor, Commerce, Research, and Economic Development

December 2011

“As the United States confronts intense global competition and mounting public sector budget pressures, we must pursue and implement new approaches to regional economic development. This includes fostering innovation, leveraging our regional competitive assets and aligning public and private sector resources in a more cost effective, results-oriented manner. In Maine, state and local officials, coordinated by the state’s economic development districts and their many public, private and nonprofit sector partners, are at the cutting-edge now in reshaping the state’s community and economic development strategies. They are developing impressive new performance measurements, gaining in-depth understanding of their competitive economic clusters, and integrating their workforce readiness and economic development strategies. It is an impressive statewide effort that merits watching.”

Matthew D. Chase, Executive Director
National Association of Development Organizations

ACKNOWLEDGEMENTS

Maine Quality of Place Council

Chair Edward A. Barrett, City Administrator, City of Lewiston
Vice Chair Ryan D. Pelletier, Director of Economic and Workforce Development, Northern Maine
Development Commission

Richard E. Barringer, Professor Emeritus, Muskie School of Public Service, USM

William H. Beardsley, Commissioner Department of Conservation

David Bernhardt, Commissioner, Department of Transportation

Beth Edmonds, Chair, Maine State Cultural Affairs Council

George C. Gervais, Commissioner, Department of Economic & Community Development

Eleanor H. Kinney, Philanthropist

Richard M. Swanson, Director, State Planning Office

Robert J. Thompson, Executive Director, Androscoggin Valley Council of Government

Walter E. Whitcomb, Commissioner, Department of Agriculture

Robin J. Zinchuk, Executive Director, Bethel Area Chamber of Commerce

Staff: Jody Harris and Linda LaPlante, State Planning Office

The Council wishes to thank the individuals who assisted its effort over the past year by providing information, informing council activities, and collaborating to support mutual efforts: John Dalton, Stephanie Eardley, Robin Goodwin, John Harker, Bruce Hazard, Joel Johnson, Laurie Lachance, Donna McNeil, Chip Morrison, Deb Neuman, Mark Ouellette, Amanda Rector, Nancy Smith, Penny Vaillancourt, Ken Young

PL 2009, Chapter 483 directs the Maine Quality of Place Council to report on its activities to the Governor and Legislature's Labor, Commerce, Research and Economic Development committee prior to December 31 of each year.

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A. Council's Statute and Purpose

The Maine Quality of Place Council (hereinafter, "the Council") is a coordinating body designed to foster state, regional, and local efforts to enhance Maine's quality of place for the economic opportunities it offers.

Not only are there new job and business prospects to be had by taking advantage of Maine's quality of place, but in a time when business success depends on our ability to attract and retain highly-skilled workers, quality of place is a powerful attractant to bring people to Maine to help fill worker shortages in key job sectors.

The Council is charged by law to identify and foster the economic potential of Maine's quality of place assets by:

- providing standards and guidelines for regional development strategies;
- coordinating regional development strategies with state investment priorities;
- assessing the impact of regional development strategies on job and business creation; and
- reporting annually to the Governor and Legislature.

The Council also functions to raise the profile and potential of quality of place to attract business and philanthropic investment to Maine; to enhance Maine's federally-funded, regionally-led, comprehensive economic development strategies; and to complement Maine's conventional, needs-based economic development strategies.

The Council's enabling legislation, PL 2009, Chapter 483, appears in Appendix I to this report.

B. Administration and Legislature Input

State law directs the Council to seek advice and guidance from the Legislature's Labor, Commerce, Research and Economic Development (LCRED) committee on its activities.

During 2011, council members met with the Senate Chair of LCRED and members of the Governor's Cabinet and policy staff to brief them on the Council's work and invite their input and participation. What follows is a summary of their guidance.

1. Attracting Skilled Workers

Recognizing that Maine faces a declining workforce population and worker shortages in key sectors of our economy, attracting and retaining people is crucial to our economic future. We are the oldest state in the nation. Maine's sizeable baby boom generation has reached retirement age. Quality of place, which is fundamentally about attracting and retaining people, is a viable economic development strategy for Maine today and in the long run. A strong area of interest for the current Administration is how we may take advantage of our quality of place as a workforce attractant for Maine.

2. Enhancing Assets for Economic Gain

Maine’s quality of place resources — our outdoor recreational amenities; traditional town centers and downtowns; historic structures and resources; arts and cultural facilities; and working lands and waterfronts; and access to these — are powerful economic assets. By enhancing them, by combining them in new and productive ways, and by marketing them effectively, quality of place assets offer new and untapped opportunities to create jobs for Maine people.

The Senate Chair of the Legislature’s LCRED committee, Senator Chris Rector, spoke of how his own region has prospered through public and private investment in place-based assets such as waterfront areas, museums, and historic downtowns. He urged the Council to build quality of place into economic development and to foster expertise and capacity across all of Maine’s regional economic development districts.

3. Harnessing Transportation Investments to Enhance Quality of Place

Transportation investments enhance quality of place in a myriad of ways —building trails, enhancing streetscapes, improving waterfronts and gateways, preserving historic structures, and purchasing land easements to preserve scenic vistas and farmland. Alternatively, reactive transportation construction can cause traffic congestion or diversions that choke downtowns and neighborhoods.

Commissioner David Bernhardt of the MaineDOT noted that there is a move at the federal level to incorporate performance measures into transportation funding decisions. These are likely to include economic and quality of life measures as they relate to transportation. There is a natural pairing of transportation measures with the Council’s work to strengthen and measure the economic impacts of quality of place investments.

C. Complementary Efforts

1. Supporting the Maine Economy: Business Needs

Maine businesses cite quality of place as necessary to support economic growth in Maine.

Results from the 2009 *Minding Maine’s Businesses*TM survey found that quality of place is viewed by businesses as Maine’s greatest asset as a place to do business.¹

A 2010 survey of 1,039 business leaders by the Maine Development Foundation (MDF) and Maine State Chamber found that Maine’s two greatest assets for economic development are its quality of life and its loyal, hard-working workforce. The Chamber and MDF urge support for the Council’s

¹ Critical Insights. [Minding Maine’s Business. Summary Report of Findings.](#) Portland, Maine, February 2009.

quality of place efforts to conserve landmark places and views in Maine, and to invest in downtown revitalization.²

Androscoggin County businesses echo this outlook. A 2011 survey of businesses in the state's largest local chamber organization rated quality of place, along with broadband access, as their top priority business needs.³

The Maine Council works to understand business needs and to forge means to assist them.

2. Mobilizing Around Existing Assets: Mobilize Maine

In 2009, the Council partnered with the Department of Economic and Community Development, Maine's economic development districts, and FairPoint Communications, Inc. to launch Mobilize Maine to build a new, statewide approach to economic development based on Maine's exceptional local and regional assets, including quality of place.

Mobilize Maine focuses on Maine's enduring and authentic assets — the skills, businesses, activities, and special places and qualities that have global market leverage (but may not have been previously identified as such) to grow a region's economy.⁴

To date, there are active Mobilize Maine leadership teams in three regions (Northern Maine, Eastern Maine, and Androscoggin Valley). Mobilize Maine most recently expanded into southern Maine with kick-off meetings in York and Cumberland counties at the end of 2011. Funded to date with private support, Mobilize Maine was recently awarded a \$575,000 EDA grant to help it expand to the entire state.

The Council works to promote quality of place as one of the key economic assets that regions identify for development and investment.

3. Bringing Partners Together: Public and Private Initiatives

Maine's quality of place effort is garnering considerable interest across the state and nation and changing the way organizations understand development prospects and make investment decisions.

Philanthropic and Private Giving: Influenced by the Council's work, the Maine Environmental Funders Network⁵ launched a quality of place initiative to support organizations and partnerships

² Maine State Chamber of Commerce and Maine Development Foundation. [Making Maine Work: Critical Investments for the Maine Economy](#), undated.

³ Morrison, Charles, Androscoggin County Chamber of Commerce. [Presentation to Maine Quality of Place Council](#), Augusta, Maine, June 2, 2011.

⁴ An excellent summary of Mobilize Maine, prepared by the National Association of Development Organizations in September 2011, is available at <http://www.nado.org/mobilize-maine-asset-based-regional-economic-development/>.

⁵ A network of private funders pooling their resources to address Maine's environmental challenges. See: <http://www.environmentalfundersnetwork.org/who-we-are/>

working to preserve Maine's quality of place. To date, it has awarded more than \$1 million in grants to organizations to strengthen the link between the natural and built environments through public engagement and collaboration. Also, private businesses have donated funds to launch and sustain asset-based economic development planning initiatives, most notably in Aroostook County.

Federal Funding: Maine has benefited as federal government agencies express interest in Maine's quality of place and asset-based development efforts. The US Economic Development Administration recently awarded Mobilize Maine a \$575,000 grant to extend the program throughout the state.

Community and Economic Development: From municipalities to land trusts to community nonprofits, many organizations are working to protect what makes Maine special as a vital tool in recruiting businesses, workers, tourists, and new residents.

Student Learning: The University of Maine at Farmington is now using quality of place as its framework for engaging students in community service. Their goal is to align academic programs with high priority community economic needs. Recently, the University System has expressed an interest in expanding this effort to other campuses.

The Council works to build discourse, understanding, and support among diverse partners to accomplish Maine's quality of place job creation goals and policies.

D. Council Activities in 2011

In 2011, the Council focused on executing its legislative directives and learning from Maine businesses and others how quality of place may be used to keep and attract people and skilled workers to Maine. While much of the year was spent on outreach — meeting with representatives of the Administration, seeking the Administration's designation of commissioners to be represented on the Council, and briefing those individuals on the Council's purpose and work — the Council also met twice in 2011. Meeting minutes are presented in Appendix II.

1. Business Input

The Council asked Maine business leaders to help it understand how they attract their workforce, what role quality of place plays in this, how Maine may use its quality of place to best advantage, and what the Council can do to help Maine businesses.

Three savvy businesspeople — John Dalton, President and CEO, Inland Hospital, Waterville; Robin Goodwin, Executive Vice President of Manufacturing and Supply, Fairchild Semiconductor; and Chip Morrison, President and CEO, Androscoggin County Chamber of Commerce — addressed the Council and offered insight into business needs.

Despite real recruitment issues such as lack of jobs for spouses and cost of living challenges, all three said that perceptions are as much of an obstacle to recruitment as economic issues. They advised the Council to work to market Maine more positively, to help Maine businesses and citizens better

understand the economic value of our quality of place, and to change the broadcast message that its hard to live and do business here.

2. Population Growth and Workforce Attraction

Like Maine, our neighbors in New Brunswick have economic and demographic problems that impact their ability to grow the economy. Like us, they have a rapidly aging population and declining birth rates, they have a problem with young people leaving the Province, and they face a difficult transition from a manufacturing and natural resources-based economy to one that is more diversified, technology-based, and service-oriented. All of these problems put pressure on government expenditures, shrink the tax base, and create worker and skills shortages. In response, policymakers in New Brunswick have made a conscious choice to grow their population. They crafted a population growth strategy for the Province.

In November, the Council invited Stephanie Eardley, one of the authors of the population growth strategy, to help it understand the role quality of place played in the development and implementation of New Brunswick's strategy and how Maine might learn from the Province's work.

New Brunswick's Population Growth Secretariat released its report in February of 2008 with 40 recommendations. Its goal is to increase New Brunswick's population by 100,000 by 2026. The plan has four main pathways to meet the goal, namely:

- Attract and settle immigrants.
- Promote multicultural diversity.
- Repatriate and attract former New Brunswickers and other Canadians.
- Retain young people.

The Province has made tangible progress toward the goal of attracting and retaining people. It is meeting its population growth benchmarks. And it has been successful in helping New Brunswick businesses find workers to fill specific labor needs.⁶

3. Regional Economic Development Guidelines and Performance Measures

PL 2009, Chapter 483 directs the Council to establish standards and guidelines for regional quality of place investment strategies, in consultation with the directors of the State's seven economic development districts (EDDs). These guidelines are designed to help the state's EDDs craft regional strategies to achieve state goals, be competitive for state funds, and take advantage of the economic opportunities afforded by Maine's quality of place.

This year, the Council prepared draft guidelines that define quality of place assets, standards for regional development strategies, performance measures, and options for expanding existing Comprehensive Economic Development Strategies (CEDS) to include quality of place and asset-

⁶ Stephanie Eardley's presentation is available on the Maine Quality of Place web site at http://www.maine.gov/spo/specialprojects/qualityofplace/agenda_minutes.htm. For more information, visit New Brunswick's recruitment web site at: <http://www.welcomenb.ca>

based development approaches. Next steps include consulting with the state's EDD directors and state agency grant program managers. The guidelines will be finalized in early 2012.

To be effective, regional strategies must be regularly measured against the state's legislated quality of place goals. Chapter 483 directs the Council to develop performance measures to assess the impact of regional quality of place investment strategies. The Council has identified and drafted a series of performance measures that also require consultation with the state's EDD directors. The Council will also seek advice and guidance from the Maine Economic Growth Council to learn from their experience with the annual publication, *Measures of Growth*.

The Council's draft performance measures and standards for regional investment strategies are available on line at: http://www.maine.gov/spo/specialprojects/qualityofplace/agenda_minutes.htm.

E. Uncertain Outlook

1. Continuing Tasks

The Council will continue with its two pending initiatives — finalizing standards and performance measures for regional development strategies and making the most of quality of place as a workforce development strategy. This includes consulting with the EDDs, state agency grant program managers, and the Maine Development Foundation.

The Council will continue to seek the input and guidance from the Governor and its legislative oversight committee, the Joint Standing Committee on Labor, Commerce, Research, and Economic Development (LCRED), to ensure that its efforts are informed by policy priorities.

2. Budget Part FF

Part FF of the FY 12-13 Biennial Budget tasked a working group to make recommendations to reorganize the functions of the Maine State Planning Office. On December 1, the Working Group recommended the repeal of Maine's quality of place enabling statute, PL 2009, Chapter 483. The recommendation reads as follows:

QUALITY OF PLACE COUNCIL. The Working Group recommends that the Quality of Place Council be repealed. The Council is duplicative of efforts by the Department of Economic and Community Development and regional planning commissions. The Council adds transactional and significant staff time expenses while providing observations of marginal value. Funds and staff time expended upon this Council are better spent on more focused programs at either the department or regional level that result in creation of jobs.⁷

The Council will participate in the Legislature's discussions and provide its best guidance and advice to address the Working Group's recommendation. No appropriation was made by the Legislature to

⁷ See [Report to the Committee on Appropriations and Financial Affairs in accordance with Public Law Chapter 380, Part FF, Reorganization of the Maine State Planning Office](#), December 1, 2011. Submitted by the Chair of the Part FF Working Group: David F. Emery, Deputy Commissioner, Maine Department of Administrative and Financial Services.

support the Council's enabling statute, and no savings will therefore accrue to the General Fund from its repeal.

F. Conclusion

Its enabling statute requires the Council to meet at least three times per year. The Council hopes to continue to convene its meetings and coordinate with its many public and private partners to enhance Maine's quality of place as an engine of economic development and job creation for Maine people.

G. Appendices

I. PL 2009, Chapter 483

Chapter 483

S.P. 505 - L.D. 1389

An Act To Create Regional Quality of Place Investment Strategies for High-value Jobs, Products and Services in Maine

Be it enacted by the People of the State of Maine as follows:

Sec. 1. 5 MRSA Pt. 16-A is enacted to read:

PART 16-A
MAINE QUALITY OF PLACE
CHAPTER 363

MAINE QUALITY OF PLACE JOBS CREATION AND INVESTMENT STRATEGY

§ 7019. Definitions

As used in this chapter, unless the context otherwise indicates, the following terms have the following meanings.

1. Council. "Council" means the Maine Quality of Place Council set out under section 7020.

2. Economic development district. "Economic development district" means an economic development district as defined in 42 United States Code, Section 3122(3) that has a comprehensive economic development strategy under 42 United States Code, Section 3162.

3. Quality of place assets. "Quality of place assets" means those exceptional, marketable, place-based competitive strengths, resources and advantages that drive the local and regional economy and its sustainability, including:

- A. Sustainable economic activities based on natural resources, including farming, fishing, forestry, nature-based and heritage-based tourism and outdoor recreation and leisure;
- B. Downtowns and community centers;
- C. Historic buildings, structures and related facilities;
- D. Arts, culture and creative economy activities;
- E. Landscapes, including the working landscapes of farms, forests and waterfronts;
- F. Access to outdoor recreational activities and leisure over public and private lands, including motorized and nonmotorized activities;

G. Skills and knowledge of a workforce that relate to quality of place, including but not limited to those of workers in fishing, farming, forestry, research, historic preservation, the arts and culture, tourism and outdoor recreation and leisure; and

H. Intellectual assets, including schools and colleges, research institutes, museums and educational programs.

4. Regional quality of place assets inventory. "Regional quality of place assets inventory" means a listing, mapping and assessment of identified local and regional quality of place assets.

5. Regional quality of place investment strategy. "Regional quality of place investment strategy" means a plan of action, including proposed sources of funding, that makes use of a regional quality of place assets inventory to achieve the following goals:

A. Creation of new, high-value jobs, products and services in the geographic area served by an economic development district;

B. Increased regional investment, incomes and public revenues; and

C. Increased protection, enhancement and marketing of assets identified as economic drivers in a regional quality of place assets inventory.

§ 7020. **Maine Quality of Place Council**

1. Composition. The Maine Quality of Place Council, established in section 12004G, subsection 29-C, consists of the following 12 members:

A. Six ex officio members:

(1) The Commissioner of Economic and Community Development;

(2) The Commissioner of Transportation;

(3) Two commissioners selected by the Governor from the following agencies: the Department of Agriculture, Food and Rural Resources, the Department of Conservation, the Department of Inland Fisheries and Wildlife and the Department of Marine Resources;

(4) The Director of the State Planning Office within the Executive Department; and

(5) The chair of the Maine State Cultural Affairs Council established in section 12004G, subsection 7-A; and

B. Six private citizen members, appointed by the Governor, subject to approval by the joint standing committee of the Legislature having jurisdiction over business, research and economic development matters and to confirmation by the Legislature. The private citizen members must be selected for their knowledge of and demonstrated commitment to protecting, enhancing and building upon the State's natural, historic, cultural, intellectual, tourism, outdoor recreational and downtown assets for marketability and jobs creation. One private citizen member must be a representative of an economic development district.

2. Terms. The members of the council appointed pursuant to subsection 1, paragraph B serve for 2-year terms. Each private citizen member of the council serves until that member's

successor is appointed and qualified. A private citizen member of the council is eligible for reappointment.

3. Vacancy. A vacancy in the council does not impair the right of a quorum of the members to exercise all the rights and perform all the duties of the council. In the event of a vacancy occurring in the membership, the Governor shall appoint a replacement member for the remainder of the unexpired term in the same manner in which the original appointment was made.

4. Chair; vice-chair. At the first meeting of the council, the council shall elect from its membership a chair and a vice-chair. The chair and vice-chair serve for one-year terms. The chair and vice-chair serve until their successors are elected. The chair calls meetings of the council and presides over meetings. The vice-chair serves as the chair in the absence of the chair. The Director of the State Planning Office within the Executive Department shall call the first meeting of the council as soon as all initial appointments to the council have been made.

5. Meetings; quorum. The council shall meet at least 3 times each year. The chair shall establish the agenda. A quorum of the council is 7 members.

6. Compensation. Members of the council appointed pursuant to subsection 1, paragraph B are entitled to receive compensation for travel expenses as allowed under section 12004-G, subsection 29-C while engaged in council activities. The Executive Department, State Planning Office shall absorb these costs.

7. Assistance. The Department of Economic and Community Development and the Executive Department, State Planning Office shall jointly provide staff support to the council. The Department of Economic and Community Development; the Department of Conservation; the Department of Transportation; the Maine State Cultural Affairs Council established in section 12004-G, subsection 7-A; the Department of Inland Fisheries and Wildlife; the Department of Agriculture, Food and Rural Resources; the Department of Marine Resources; the Executive Department, State Planning Office; and all other state agencies shall provide assistance considered necessary by the council to fulfill the objectives of this chapter.

§ 7020-A. **Council responsibilities**

The council shall facilitate interagency coordination of state and regional activities regarding regional quality of place investment strategies.

1. Standards and guidance. In consultation with directors of economic development districts, the council shall establish standards and guidelines for regional quality of place investment strategies. The standards and guidelines must ensure that regional quality of place investment strategies are developed with broad public input. The council shall provide guidance to directors of economic development districts for integrating regional capital investment plans, regional transportation plans and other regional plans and strategies with regional quality of place investment strategies.

2. Interagency coordination. The council shall work with relevant state agencies to identify how they can actively promote, strengthen and support efforts to make best use of the State's quality of place assets, including initiatives that support and implement regional quality of place investment strategies. State agencies are encouraged to fund projects that are identified as priorities in regional asset-based strategies developed by economic development districts according to the guidance in this chapter. The council shall coordinate its work with other state economic plans and with the joint standing committee of the Legislature having jurisdiction over business, research and economic development matters. The council shall also consult with the Department of Economic and Community Development in the context of its economic development strategy authority under section 13053; the Maine Development Foundation in the context of its economic development strategy authority under Title 10, section 917-A, subsection 2; the Maine Economic Growth Council in the context of its economic development strategy authority under Title 10, section 929-B, subsection 1; the Maine Community College System; and the University of Maine System.

3. Performance measures. In consultation with directors of economic development districts, the council shall develop performance measures to assess the contributions of regional quality of place investment strategies to the goals described in section 7019, subsection 5.

4. Annual report. The council shall report on its activities to the Governor and seek input from and report on its activities to the joint standing committee of the Legislature having jurisdiction over business, research and economic development matters prior to December 31st of each year. In its report, the council shall describe whether and how regional quality of place investment strategies have contributed to the goals described in section 7019, subsection 5 and make any recommendations necessary to further the purposes of this chapter.

Sec. 2. 5 MRSA §12004-G, sub-§29-C is enacted to read:

29-C.

Natural and Built Assets	Maine Quality of Place Council	Travel Expenses for Appointed Members	5 MRSA §7020
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Sec. 3. 30-A MRSA §2343 is enacted to read:

§ 2343. **Regional quality of place investment strategies**

1. Definitions. As used in this section, unless the context otherwise indicates, the following terms have the following meanings.

- A. "Economic development district" has the same meaning as in Title 5, section 7019, subsection 2.
- B. "Quality of place assets" has the same meaning as in Title 5, section 7019, subsection 3.
- C. "Regional quality of place assets inventory" has the same meaning as in Title 5, section 7019, subsection 4.
- D. "Regional quality of place investment strategy" has the same meaning as in Title 5, section 7019, subsection 5.

2. Regional quality of place investment strategies. If an economic development district chooses to develop a regional quality of place assets inventory and regional quality of place investment strategy, the economic development district shall seek involvement from leading representatives of natural resources-based businesses, tourism, outdoor recreation and leisure, land conservation, arts and culture, historic preservation, downtown and community revitalization and municipal, transportation and workforce development interests within the region and any other entity that represents regional business or economic development interests, as well as consult with the Maine Quality of Place Council as established in Title 5, chapter 363. In addition to a regional quality of place assets inventory, a regional quality of place investment strategy must include:

- A. Identification of sustainable market opportunities that make best use of the region's identified quality of place assets;
- B. An investment plan that includes one or more initiatives designed to realize the identified market opportunities;
- C. Priorities among the region's identified and recommended quality of place investments and initiatives;
- D. Opportunities and approaches for leveraging other public and private development activities and funds to support the regional quality of place investment strategy; and
- E. A plan to achieve full implementation, monitoring and measurement of the results of the regional quality of place investment strategy.

Sec. 4. Staggered terms. Notwithstanding the Maine Revised Statutes, Title 5, section 7020, subsection 2, of the initial appointments of the private citizen members of the Maine Quality of Place Council, 2 members must be appointed for 2-year terms, 2 members must be appointed for 3-year terms and 2 members must be appointed for 4-year terms.

Effective July 12, 2010

II. Council Meeting Minutes

Notes of Meeting, June 2, 2011

Baxter Conference Room, State Planning Office,
19 Union Street, Augusta

Present: Council Members: Edward Barrett Chair, Ryan Pelletier, Co-chair, Richard Barringer, Bill Beardsley, John Harker, Eleanor Kinney, Donna McNeil (Cultural Commission), Robert Thompson, Penny Vaillancourt (DOT), Robin Zinchuk.

Council Staff: Jody Harris, Amanda Rector, Linda LaPlante and Joel Johnson

Others present: Stephanie MacLagan, University of Maine; Phil Savignano, Office of Tourism; Laurie Lachance, President, MDF, Ryan Neale, MDF; Lisa Leahy, Connect ME Authority; Sara Bloom, Maine Tourism Commission

Panel Members: John Dalton, President and CEO, Inland Hospital, Waterville; Robin Goodwin, Executive Vice President of Manufacturing and Supply, Fairchild Semiconductor; Chip Morrison, President and CEO, Androscoggin County Chamber of Commerce

Ed Barrett called the meeting to order at 1:10pm and made introductions.

Ed talked about the focus of the council for the immediate future being Workforce Development.

Amanda Rector: “Summary of youth migration reports” was the first topic on today’s agenda. Amanda addressed the problem of the declining population of youth in Maine and what needs to be done about it. The main reasons for the declining population of youth are:

- Aging Population
- Low Birth Rates
- Youth out-migration

Nearly half of those who were living and working in Maine reported that the recreational opportunities in the state were a very important reason for their decision; more than a third reported that the cultural opportunities and social life were very important. Those living/working outside of Maine were focused on jobs, benefits, and pay.

- Primary reason for youth out-migration is college; secondary reason is limited availability of certain types of work
- Exodus from rural Maine to more urban parts of the state
- Young people who move to Maine are more likely to have been born in another state
- Out-migrants tend to have higher levels of education
- Serious implications for workforce as population continues to age
- Perception is a factor – increase stock of jobs and income – change perception.

Laurie Lachance; “Making Maine Work” Business survey results. A high quality of life for all Maine people.

Top five priorities:

- Cost of Health Insurance
- Energy costs
- State regulations
- Personal Income Tax
- Maine’s transportation system

To achieve a high quality of life you need:

- A strong economy
- Vital Communities
- Environment

Maine will need to keep pace with the United States, and need to be able to compete globally.

Imperatives:

1. Bring every Mainer to their highest potential
2. Improve the health of every Maine person
3. Fully engage older workers in the workforce
4. Engage, welcome and network young people
5. Welcome and embrace all newcomers – from other states and other countries – and fully integrate them into the rich fabric of Maine
6. Preserve and use Maine’s many natural and built assets to attract people to the state

Quality of Place Recommendations

Support Quality of Place efforts to conserve landmark places and views in Maine, and to invest in Main Streets.

- Support downtown revitalization efforts
- Support land conservation
- Engage regions in identifying assets on which to formulate economic development strategies
- Coordinate and strengthen marketing
- Aggressively promote Maine as a place to live, work and invest

Panel of Maine Businesses – How Can Maine strengthen its quality of place to attract people and skilled workers?

Robin Goodwin: Fairchild Semiconductor

How to recruit new employees

- Show successes
- Ability to recruit/Perception – we can’t do that – change perception
- Believe in own company
- Have the right leaders
- Diverse workforce

Things people coming in to Maine are looking for:

- Benefits
- Housing – family friendly
- Secondary and post education
- Health care
- Low crime
- Recreation

Downside:

- Weather – length of winter
- Taxes
- Lack of public transportation
 - Airport
 - Busses

We need to do more to make Maine a business friendly state

- Market the state positively
- Housing
- Education
 - Teach more foreign languages
- Marketing to high school and college grads

John Dalton: Inland Hospital

Negatives:

- There are recruiting difficulties
- Shortage of physicians
- Need good work environment
- Jobs for significant other
- Economic challenges

Positives:

- Four seasons
- Less traffic
- Housing
- Personal safety – low crime rate
- Schools for young families
- Cultural and community
- Less traveling
- Opportunity to engage in community at your level of comfort

What Council can do?

- Tone down negative
- Be more positive
- Celebrate the way life should be
- Focus on youth
- Need more people for nurses
- Opportunities for spouse

Chip Morrison: Androscoggin County Chamber of Commerce

- Policy Issues in Maine
- Cost of Health insurance
- Property taxes

What do businesses need?

- Telecommunication abilities
- Quality of life – cultural and recreational
- K-12 education
- Need more laborers
- Keep space costs down
- Focus on downtown
- Enhance downtown housing
- Higher education concerns
- Place-based assets
 - Natural
 - Man-made
- Maintain and grow assets for communities
 - Promote for community
 - Convince citizens just how good we are
- Work with young professional groups to promote their work
 - Film festival
 - Art walk
- Help spouses to find what they need/want to move to Maine
- Use local Chambers to support you in this Endeavour
- National and international market to recruit workers
- Cost of living issues
 - Salaries/Pay and benefits

Council discussion on Workforce Attraction:

Focusing on quality of place as a workforce attractant fits with this Administration's priorities. Sub-committees will work over the next couple of months on this.

What can this council do?

- Focus on positive
- A lot of people looking for a place like Maine to live and open a business
- A lot of people here were visitors first
- Active Retirees
- Opportunities – needs:
- Knit stories together
- Include rural areas
- Produce people that Maine needs
- Provide skills we need as an economy

Look at what is Maine's Brand:

- What is distinctive

- Does each county have a brand
- Absorb people instead of going on attack
- Focus on how you draw people in

Where do we think we can go with \$0.00 budget?

1. Regional branding
2. Identify workforce as attracting people
3. Develop strategies
4. Prioritize
5. Criteria/ template
6. Be productive
7. Push decision making
8. Planning

Equate Quality of Place with good economic (decision) opportunities – good jobs. Make sure it is working – “Knowledge-based economy”. Attract from away and keep them – young, elder and foreign.

Invite Department of Labor to speak. May have to find new support staff as the State Planning Office may be defunct in next budget year; Part FF.

Sub-committees will work together over the summer.

1. Standards Subcommittee

- a. Bob Thompson, Co-chair
- b. Dick Barringer, Co-chair
- c. George Gervais, DECD
- d. Robin Zinchuk

2. Workforce Development Subcommittee

- a. Ryan Pelletier, Chair
- b. Penny Vaillancourt
- c. DOL
- d. DOE

3. Funding Subcommittee

- a. Eleanor Kinney, Chair
- b. Beth Edmonds/Donna McNeil
- c.

4. Outreach and Communications

- a. Ed Barrett, Co-chair
- b. Ryan Pelletier, Co-chair
- c. Bob Thompson
- d. Robin Zinchuk

Next meeting: September (TBD)

Respectfully submitted,
Linda LaPlante

Notes of Meeting, November 1, 2011
Room 110, 1st floor, State Planning Office,
19 Union Street, Augusta

Present: Council Members: Edward Barrett, Chair; Ryan Pelletier, Co-chair,(by phone); Richard Barringer; Eleanor Kinney; Robert Thompson; Penny Vaillancourt; Robin Zinchuk; Darryl Brown

Council Staff: Jody Harris, Amanda Rector, Joel Johnson and Linda LaPlante

Guest Speakers: Bruce Hazard, *PlaceWorks Consulting*
Mark Ouellette, *Mobilize Maine*
Stephanie Eardley, *Director of Research and Federal-Provincial Relations, Department of Post-Secondary Education Training and Labour, Government of New Brunswick, Canada*
Joel Johnson, *Economist, SPO*
Nancy Smith, *GrowSmart*
Eleanor Kinney

Others present: Ryan Neale, *Maine Development Foundation*

Ed Barrett called the meeting to order at 10:00am and made introductions.

Bruce Hazard- University of Maine System Quality of Place Initiative
Bruce spoke about a new initiative of University of Maine at Farmington to foster community engagement. The initiative will focus students in high priority community needs, building capital and Quality of Place in landscaping stewardship, local economies, and vital communities. There is a solid link here with the Quality of Place Council's efforts. Bruce asked for help from the council with determining/articulating state level Quality of Place priorities.

Questions:

Eleanor: Is there any documentation of the partnership?

Bruce: Not yet

Penny: Does this include Community Colleges

Bruce: So far this project is aimed at University of Maine System, but will be expanded to include Community Colleges.

Eleanor: Are post-graduate students involved? Should try to integrate with entrepreneurs to create businesses to bring investors to.

Bruce: We should look at including alumni.

Ed: Where do students that are involved in this project go after college – what fields are they going into?

Bruce: That is part of the conversations; we are not at this level yet.

Jody: Data from AmeriCorps volunteers' experiences show that students involved in community service stay in the communities they volunteer in.

Robin: Are you thinking of training at the elementary level? Some grades need community service.

Bob: From Rich Pattenaude conversation – need to authorize / encourage someone from the college to attend Quality of Place meetings.

Bruce: This is a key place for a connection.

Dick: Do you anticipate applying for strategic investment funds from the University of Maine System?

Bruce: Yes

Dick: Way to engage professors – make public service part of their assessments.

Bruce: Have not spent time in this realm, learning curve for him, any help is appreciated.

Mark Ouellette – Mobilize Maine

Mobilize Maine has expanded into southern Maine where they have formed leadership teams. The kick-off in York County is November 15th at York Community College and the kick-off for greater Portland will be soon.

Mobilize Maine will receive an EDA Grant for \$575,000. EDD directors are involved. Encourage Quality of Place Council to partner with Mobilize Maine.

Mobilize Maine will be forming a statewide leadership board soon. The Chair of the Quality of Place Council will have a seat on this board.

A lot of players and resources interested in sustainable agriculture, food sources, and food security right now. This might be an area that the council could play a role in.

Joel Johnson – Attracting and retaining people is crucial to our economic future.

- The Maine population trend is down
- Skilled workers are moving out of rural areas and into cities
- Half of our population is 43 or older
- Quality of Place is Maine's best viable economic development strategy for the long run

Questions for the council to consider: What kind of demographic future do we want? And, how do we get there?

Stephanie Eardley – New Brunswick Population Growth Strategy

The Population Growth Secretariat released its report in February of 2008 with 40 recommendations. The ultimate goal of The Population Growth Strategy is to increase New Brunswick's population by 100,000 people by 2026. New Brunswick's plan has three main ways to meet objective:

- Attract and settle immigrants
- Attract and settle former New Brunswickers and other Canadians
- Retain young people in the province

Since the Population Growth Division was established, the Province has been very successful in helping New Brunswick businesses find international immigrants that fill specific labor needs. We are also helping these immigrants to “settle in” to their homes and jobs – very important. There are orientation programs being established to help with language training and help with integrating immigrants to the labor force and their community.

The Population Growth Strategy has a broad approach to population growth:

- Increasing and Targeting Immigration
- Increasing Supports for Settlement Services
- Promoting Diversity and Multiculturalism
- Retaining Youth through Engagement and
- Developing Linkages
- Repatriating Former New Brunswickers
- Family-friendly Policies
- Marketing New Brunswick to the World

For more information there is a dedicated web portal you may visit: <http://www.welcomenb.ca>

Copies of Stephanie’s presentation will be sent to members.

Questions:

Dick: Where are immigrants settling?

Stephanie: They tend to settle in major centers, but we are encouraging them to more rural and small community areas.

Bob: Does NB have cultural diversity? Has some diversity helped or hindered?

Stephanie: There were 2,000 immigrants in 2010 from multiple countries. Universities are playing a role in this immigration.

Dick: Has there been much political push-back by the natives?

Stephanie: This has been a challenge but we have managed to show the benefits

Darryl: Maine is trying to build our economy and have new jobs available for students. Any sustainable economy needs some level of growth.

Nancy Smith – GrowSmart

GrowSmart is going through a period of rebuilding and we are moving forward. We need to bring per-capita income up. Can be achieved by advocacy, network weaving, and partnerships and on the ground work.

A new report is being prepared – Chart of Maine Future 2020.

- Renewed action plan
- Bring back summit to talk about strategic plan for Maine
- Collective impact – connect small steps
- communication
- Re-energize people

Eleanor Kinney: Environmental Funders' Network

The philanthropic focus is on community development – around food systems, outdoor recreation. Eleanor also spoke of her work with the Slow Food effort in Maine and nationally. Slow Food (as opposed to Fast Food) strives to preserve traditional and regional food systems.

Jody Harris: Draft Regional Quality of Place Investment Strategies

Jody presented a draft of the guidelines for the state's seven economic development districts to develop their regional quality of place investment strategies under Maine's quality of place legislation. The draft contains these elements;

Goals:

1. Create new, high-value jobs, products and services in the geographic area served by the economic development district
2. Increase regional investment, incomes and public revenues
3. Increase protection, enhancement, and marketing of assets identified as economic drivers in a regional Quality of Place asset inventory.

Definition of Quality of Place Assets

- Open, natural landscapes
- Outdoor recreation amenities
- Traditional town centers and downtowns
- Historic structures and resources
- Arts and cultural facilities
- Working lands and waterfronts
- Worker skills, infrastructure, and related activities that enhance the economic potential of the Quality of Place asset.

Quality of Place assets are distinguished from traditional economic assets by being;

- Place-based
- Authentic and exceptional
- Regionally significant
- Marketable

Standards for Regional Quality of Place Investment Strategies

- Community led
- Enhances competitive economic advantage
- Able to be leveraged
- Integrated

Comprehensive Economic Development Strategies

A regional CEDS may be used as the region's Quality of Place investment strategy when it:

- Includes a Quality of Place goal in addition to other CEDS economic goals for the region
- Incorporates Q of P performance measures into its CEDS quantitative and qualitative measures
- Is developed with active participation in general assemblies of local representatives who are recognized as knowledgeable about their region's natural and built Q of P assets
- Is developed by an expanded CEDS strategy committee that includes local representatives knowledgeable about their region's natural and built Q of P assets
- Engages diverse sectors of the community

Evaluating progress: Measures are intended to be two-tiered

Derived from Regional Quality of Place Investment Strategy

1. Direct and secondary dollar amounts invested because of Quality of Place assets identified as priorities in the regional Quality of Place investment strategy.
2. Number of jobs created as a result of investment in Quality of Place assets identified as priorities in the regional Quality of Place investment strategy.
3. New public revenues, state and local, generated as a result of investment in Quality of Place assets identified as priorities in the regional Quality of Place investment strategy.

Related to Regional Quality of Place Investment Strategy

4. Amount of private and philanthropic investment in the region's Quality of Place assets.
5. Number of jobs created as a result of private and philanthropic investment in the region's Quality of Place assets.

Jody asked the council to review whether these are the right standards? Are these the right measures? Next steps include consulting EDDs , talk to state funding agencies.

Questions:

Bob: Need Annual action plans
 Need annual strategies
 Need to do so electronically with interactive data

Dick: Motion to move the regional quality of place investment strategies guidelines forward to both the EDDs and state funding agencies to get their reaction

Robin: Second

All in favor: Ed, Bob, Penny, Eleanor, Robin, Dick

Abstain: Darryl

Darryl Brown: Part FF reorganization update

The legislation for the Part FF Reorganization of SPO needs to be ready by December 1st and it will be. The working group has met 3 times and the next and final meeting will be 2-3 weeks from now. We will post meeting on the website.

The Quality of Place Council will be staffed by DECD, but there are issues. Darryl will contact Chair about this.

Questions:

Bob: How will Part FF legislation deal with SPO's oversight role of regional planning commissions?

Darryl: Likely this will transfer to DECD with the land use planning responsibilities. Still working on regional council funding. Need to provide some level of funding.

Ed Barrett: Updates and Next Steps

LCRED Input – Met with Senator Chris Rector in October. Invited Quality of Place Council and Mobilize Maine to jointly present to the LCRED committee in mid January, 2012.

2011 Annual Report – Jody will draft report and circulate to the council members.

Ed Barrett would like to see the council focus on the things we're expected to do. These include

1. Regional Quality of Place Investment strategies
2. Workforce Development
3. Monitor Land Use Regulation Commission restructuring – copies of LURC reports will be sent to council members.

The next meeting will be held after the first of the new year.

Respectfully submitted,

Linda LaPlante