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# MAINE QUALITY OF PLACE

*2010 Annual Report*

Prepared for

Governor Paul R. LePage and the Legislature's Labor, Commerce, Research,  
and Economic Development Committee

Maine Quality of Place Council

December 31, 2010



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**Maine Quality of Place  
Annual Report**

38 State House Station  
Augusta ME 04333

<http://www.maine.gov/spo/specialprojects/qualityofplace/index.htm>

December 31, 2010

This report was prepared in accordance with 5 MRS §7020-A (4) and printed under Appropriation number 010 07B 2101.

## EXECUTIVE SUMMARY

Maine needs more jobs. In our favor, Maine has economic assets that can help create those jobs. These include our working lands and natural resources, and our vibrant downtowns and historic places. These are strengths on which Maine can compete. We know that investing in our strengths will bolster Maine's reputation for quality, attract and keep skilled workers, and create jobs.

That was the premise last session when the Legislature created the Maine Quality of Place Council and tasked it with coordinating the state's quality of place investments. Towards that end, the council set to work in the fall of 2010.

In December 2010, nearly 100 people gathered at the Augusta Civic Center at the Council's invitation. The findings from that event will guide the council's work as it moves forward to implement Maine's quality of place legislation. These findings, in part, include:

- The quality of Maine's environment and economic development efforts are not in conflict; rather, Maine's natural and built environment can and should be a driver of economic development.
- While traditional job attraction efforts have an important, continuing place, emphasizing the *Maine Brand* will attract entrepreneurial individuals to Maine who choose to live here and who can and will create place-based jobs and businesses.
- Diverse, citizen-driven, regionally-based economic development plans that identify and prioritize the marketable assets in each of our regions can be aligned with state goals and policies to create an integrated and consistent economic strategy for the state.
- Recognizing the constraints on government resources at all levels, state grants and programs need to support the regional priorities to ensure that the state and regions are working closely together to maximize return on investment.
- As important stakeholders, the private and philanthropic communities must be recruited to support this effort because of the human and financial resources they can bring to bear.

The Maine Quality of Place Council's role is to devise and coordinate strategies that take advantage of Maine's distinctive, place-based assets to create jobs and economic opportunity. The Council is poised to carry out its statutory mission.

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## INTRODUCTION

PL 2009, Chapter 483 directs the Maine Quality of Place Council to report on its activities to the Governor and seek input from and report on its activities to the Legislature's Labor, Commerce, Research and Economic Development committee prior to December 31 of each year. A copy of the council's enabling legislation in 5 MRSA Pt. 16-A, Section 7020-A 4 is provided in Appendix A. This report fulfills the council's statutory requirement.

This is the first annual report of the Maine Quality of Place Council, which was appointed in August 2010. In the short time that the Council has been in existence, it has been actively engaged in organizing itself, gathering information, and developing a work plan. This report provides background on the creation of the Council and summarizes council activities in 2010.

## BACKGROUND

Maine's quality of place effort originated from the 2006 Brookings Institute study, *Charting Maine's Future*, which identified quality of place as an economic asset of great and increasing value for the state. Among the initiatives resulting from this report was the creation by Governor Baldacci of the Governor's Council on Maine's Quality of Place.

The Governor charged the Council with recommending an action plan for protecting, investing in, and enhancing Maine's distinctive quality of place. The work began with a study by State Planning Office economists confirming that quality of place is an economic driver for Maine (see [www.maine.gov/spo/specialprojects/qualityofplace](http://www.maine.gov/spo/specialprojects/qualityofplace)). Following this, the Council released its first report in December 2007 with 15 recommendations focusing on regional landscape conservation, community and downtown revitalization, and an asset-based approach to economic development. The Council further expanded and refined the quality of place work in its final report of May 2008 where it advanced ten additional recommendations.

In June 2008, Governor Baldacci created a new Maine Quality of Place Council that included both citizen members and commissioners from state departments with a major role to play in the quality of place effort. Its mission was to devise a quality of place investment strategy to complement Maine's traditional economic and community development programs. A quality of place investment strategy is a plan identifying regional assets with marketable value and making public/private investments in Maine's place-based assets in order to create jobs. Examples of successful, private, quality of place investments include the Sunday River and Sugarloaf ski areas, the Farnsworth Museum in Rockland, and the Maine Winter Sports Center in Fort Kent.

Legislation to create a statewide and regional quality of place investment strategy was developed and introduced in 2009, and enacted in early 2010. The legislation established a new, permanent Maine Quality of Place Council that is tasked with coordinating state and regional activities to support and implement quality of place investment strategies. The Senate confirmed council members in August 2010. The new Maine Quality of Place Council

met in November 2010, elected its chair and vice-chair, and developed its work plan, focusing initially on planning and holding a public event to gather information to better inform its efforts going forward.

The major themes that emerged from these efforts and those which the new council will likely pursue include:

- A recognition that the quality of Maine's environment and economic development efforts are not in conflict; rather, Maine's natural and built environment can and should be a driver of economic development.
- While traditional job attraction efforts have a continuing place, emphasizing the *Maine Brand* will attract entrepreneurial individuals to Maine who choose to live here and who can and will create place based jobs and businesses.
- Expanding the role of the economic development districts and supporting their efforts to develop asset based economic development strategies will allow for a bottom-up process where citizens can identify and prioritize the marketable assets in each region. These citizen driven regional plans can then be aligned with state goals and plans into an integrated and consistent economic strategy.
- Such regional economic development strategies must be developed by a diverse group representing all major regional stakeholders and interests.
- Recognizing the restraints on governmental resources at all levels, state grants and programs should be aligned with and supportive of regional asset based quality of place strategies to ensure that the state and regions are working closely together to maximize effort and return on investment.
- The private and philanthropic communities must be recruited into this overall effort both because they are important stakeholders and because of the human and financial resources they can bring to bear.
- Workforce training programs should be analyzed and realigned to support regional economic development strategies.

Greater detail on the chronology of events leading to the formation of the council can be found in Appendix B.

## SUMMARY OF ACTIVITIES

### A. Council Appointments and Staff

#### **Council Appointments:**

The Governor nominated and the Senate confirmed six public members to the Maine Quality of Place Council in August, 2010:

1. Edward A. Barrett, City Administrator, Lewiston
2. Richard E. Barringer, Research Professor, Muskie School of Public Service
3. Eleanor H. Kinney, Board Member, GrowSmart Maine and Natural Resources Council of Maine
4. Ryan D. Pelletier, Director of Workforce Development, Northern Maine Development Commission
5. Robert J. Thompson, Executive Director, Androscoggin Valley Council of Governments
6. Robin Zinchuk, Executive Director, Bethel Area Chamber of Commerce

By law, six ex-officio members also serve on the council:

1. The Commissioner of Economic and Community Development
2. The Commissioner of Transportation
- 3-4. Two natural resource commissioners selected by the Governor include the Department of Agriculture and the Department of Conservation
5. The Director of the State Planning Office
6. The Chair of the Maine State Cultural Affairs Council

A full list with council member contact information can be found in Appendix C.

**Election:**

At their first meeting in November, 2010, the council elected its chair and vice-chair as follows:

Chair

Edward Barrett, City Administrator, City of Lewiston: Ed brings 35 years of municipal experience to the council's helm, including 22 years serving as city manager of two of Maine's largest cities —Bangor and Lewiston. Ed served on the Governor's Council on Maine's Quality of Place and has extensive experience with the arts, downtown redevelopment, historic preservation, and community and economic development.

Vice-Chair

Ryan Pelletier, Director of Workforce Development, Northern Maine Development Commission: Ryan is currently involved in workforce development initiatives in Aroostook and Washington counties. His previous ten years of work experience as a town manager gives him insight into local government; regional cooperation; community and economic development; and the importance that people and places play in Maine's economic vitality.

The chair and vice-chair serve one-year terms.

**Staff:**

The State Planning Office and the Department of Economic and Community Development staff the council.

**Budget:**

The council has no budget but is authorized to accept funding from outside sources to support its activities. For example, the recently held quality of place dialogue was supported by two small grants and a \$15 participant fee.

Maine's quality of place legislation calls for the state's various regions to develop regional quality of place investment strategies. In the absence of state funding, private and philanthropic dollars have supported this activity. So far, partial funding has been provided from a number of sources: Fairpoint Communications and other corporate sponsors; private foundations including the Environmental Funders Network and the Betterment Foundation; and federal grant funds. The council expects that, as success is achieved in the early adopter regions (notably Northern Maine Development Commission, but also others), other regions will begin fundraising to support quality of place economic development in their respective areas.

**Meetings:**

The council is authorized to meet at least three times per year. It held its first meeting on November 12, 2010. The minutes from that meeting are attached as Appendix D.

## B. Quality of Place Dialogue

**Overview:**

On December 6, 2010, the council hosted a quality of place dialogue at the Augusta Civic Center with nearly 100 attendees. The purpose of the event was to bring together investors, funders, business people, conservationists, downtown developers and others interested in creating jobs based on quality of place. Ideas generated from the event will be used as the Quality of Place Council and other policy makers move forward to create jobs based on Maine's place-based assets.

The event featured a keynote presentation from Steve Carson, chief executive officer from Enterprise Saint John, an economic development entity serving the greater Saint John area in New Brunswick. Carson shared strategies and techniques that the City of Saint John has used to transition from a depressed area based on traditional and declining industries to the prosperous, hopeful, and self-sustaining region it has become today.

Two other panelists followed the keynote. Michael LeVert, state economist, gave a presentation that highlighted data that supports quality of place investing as a viable and necessary economic development tool for Maine. His presentation also highlighted his personal experience which led him to move to Maine because of its quality of place. Michael Eisensmith from Aroostook Partnership for Progress, an affiliate of the Northern Maine Development Corporation, followed LeVert with a presentation on Mobilize Maine. Eisensmith described how Mobilize Maine has succeeded in bringing together diverse interests in northern Maine to develop a strategy for place-based investing that will have positive and measurable economic impacts on the region.



All three presentations from this event can be viewed at [www.maine.gov/spo/specialprojects/QualityofPlace](http://www.maine.gov/spo/specialprojects/QualityofPlace).

### **Breakout Topics and Themes:**

Following the presentations, participants suggested breakout session topics through an “open forum” process. Sixteen topics were discussed:

1. Historic Preservation: Creating Jobs and Promoting Community Development
2. Downtown Revitalization—Using the Main Street Approach
3. Adding Intellectual Activity to Quality of Place
4. Connecting Business Models to Conservation of Working Landscapes
5. Access to Healthy Food and Opportunities for Physical Activity
6. Keeping Kids 18-28 Years Old in Maine
7. Marine Innovation and Jobs from the Sea
8. Rural Tourism Amenity Investment
9. Renewable Energy Development
10. Local Foods
11. Broadband/High Speed Internet
12. Are Municipalities Relevant?
13. Industry Driving Workforce & Economic Development
14. Green Downtowns
15. The Arts—Quality of Life
16. What Can Government Do for Us to Drive Economic Opportunity

Names of session conveners and notes from each breakout session can be viewed at [www.maine.gov/spo/specialprojects/qualityofplace](http://www.maine.gov/spo/specialprojects/qualityofplace).

From the breakout session notes, the council identified a number of cross cutting themes:

- Regional authority, including lack of elected representation, lack of regional authority to direct investments and allocate resources, municipal/regional conflicts of interest on regional boards, and regional open space plans that do not tie to land use regulations, etc.
- Strengthening communities, including the importance of communities taking responsibility for themselves and not looking to the state to solve their problems; how to convene community dialogue, and how to build community capacity to invest in themselves.
- Historic preservation, the arts, and downtowns’ role in job creation.
- Appropriate roles for state government in economic development.
- “Green” and “sustainability” as a theme or brand that the council can build on.

## **C. Activities Going Forward**

### **Council Responsibilities:**

Maine's quality of place legislation, P.L. 2009, chapter 483, assigns the Maine Quality of Place Council the following responsibilities:

- Establishing standards and guidelines for regional quality of place investment strategies that ensure broad public input
- Working with relevant state agencies to identify how they can actively promote, strengthen, and support the state's quality of place assets, including initiatives and funding that support and implement regional quality of place investment strategies
- Developing performance measures to assess the contributions of regional quality of place investment strategies to the state's quality of place goals
- Reporting to the governor and legislature annually by December 31.

**Subcommittees:**

The council established the following subcommittees to carry out the work plan activities described in A through E below:

1. Standards and Performance Measures: Richard Barringer and Robert Thompson, Co-chairs
2. Funding: Eleanor Kinney, Chair
3. Workforce Development: Ryan Pelletier, Chair
4. Outreach and Communications: Ed Barrett, Chair

**Work Plan:**

The council adopted a work plan for 2011 consisting of five primary tasks:

- A. *Develop standards and guidance for regional quality of place investment strategies that meet the needs of both the regions they serve and the state agencies that will help fund them.*

The legislation empowers the state's economic development districts (EDDs) to identify place-based assets and to craft strategies for developing those assets into economic opportunity for their regions. The asset inventory and economic development strategies taken together are called "regional quality of place investment strategies."

Chapter 483 directs the Maine Quality of Place Council to establish standards and guidelines for regional quality of place investment strategies in consultation with directors of state's economic development districts.

Because Chapter 483 encourages state granting agencies to fund projects that are identified as priorities in the regional quality of place investment strategies developed by economic development districts, the council will develop standards in consultation with selected state granting agencies.

The standards subcommittee will: 1) consult with EDD directors and review and refine the draft standards and guidance; and 2) continue to engage state granting agencies in regard to these standards and how they can align with state grants and programs.

LEAD STAFF: Jody Harris

- B. *Develop performance measures to assess the progress of regional quality of place investment strategies towards achieving state goals.*

Chapter 483 requires the council to develop quantifiable performance measures in consultation with the state's EDD directors to assess the contributions of the regional quality of place investment strategies to the state's quality of place job, product, and service creation goals.

The council's standards subcommittee has been charged with developing 3-5 performance measures. The subcommittee has also been asked to consult with the Maine Economic Growth Council on possible synergies with their *Measures of Growth*.

LEAD STAFF: Jody Harris

- C. *Engage the private and philanthropic sectors in creating economic opportunities from Maine's quality of place.*

The philanthropic community has expressed considerable interest in Maine's quality of place initiative. The Environmental Funders' Network has established its own quality of place grant initiative and has committed \$750,000 per year over three years to projects that strengthen the link between the natural and built environments, emphasize public engagement, and take seriously the process and action elements required to build and sustain collaborations. Other foundations, including the Betterment Fund and the Elmina B. Sewall Foundation, have also identified quality of place as a funding priority.

The council will engage and bring together investors, funders, business people, conservationists, downtown developers, and others to deepen their understanding of how jobs are created from quality of place. At the December 6, *Quality of Place Dialogue*, participants generated and shared their successes, ideas, and concerns for use by the council and other policymakers on the steps that can be taken to create jobs based on Maine's place-based assets.

The council's funding subcommittee will engage the private and philanthropic sectors, identify their interests and needs, and encourage them to assist the council's efforts to create jobs from the state's place-based assets. LEAD STAFF: Sue Inches, Mark Ouellette

- D. *Support workforce development initiatives to ensure that Maine workers have access to the education and training needed to turn Maine's quality of place into a secure and sustainable living.*

Previous councils have identified workforce development as an important part of the quality of place effort through providing Maine workers with the skills needed to take advantage of the new job opportunities that quality of place offers.

The previous councils' recommendations on workforce training remain vitally important to the quality of place effort; however, little progress has been made. Some recent events provide an opportunity for the council to refine and advocate for these recommendations: The Center for Tourism, Research, and Outreach (CENTRO) will be submitting a grant proposal to the UMO Strategic Investment Fund to create a statewide hospitality degree program; two Economic Development Districts (EDDs) have absorbed their local Workforce Investment Boards; and the Maine Woods Consortium is expanding a training program for front-line tourism workers in rural Maine.

The council's workforce development subcommittee will be charged with supporting workforce development related to quality of place. LEAD STAFF: Michael LeVert

- E. *Engage the Governor-elect, legislature, and others in how best to use Maine's quality of place to the state's economic advantage. Report to the Legislature's Business Research and Economic Development committee by December 31.*

With the 2010 election and resulting turnover in state elected and appointed officials, the 125<sup>th</sup> Legislature and the incoming Administration may not be familiar with the quality of place initiative and its history. The council is well-positioned to help the next Administration and Legislature take advantage of quality of place as an economic growth strategy. The council, led by the council chair and vice-chair, will engage and seek input from the Legislature's Labor, Commerce, Research, and Economic Development Committee and the governor-elect's transition staff as soon as possible.

The council will also develop an outreach strategy to connect with specific quality of place-related interests who can help inform and advocate for Maine's quality of place initiative.

Chapter 483 requires an annual report to the legislature's Labor, Commerce, Research, and Economic Development Committee (LCRED) by December 31. It also requires the council to seek input from the LCRED committee. Since the six private council members are nominated by the Governor, the council will also seek input from and report to the Governor. This report is submitted in accordance with legislative requirements and to lay out an intended path forward—a work plan for the year 2011 identifying specific products and intended outcomes. LEAD STAFF: Sue Inches

# APPENDICES

## Appendix A. Quality of Place Enabling Legislation

### Maine Revised Statute Title 5, Chapter 363: MAINE QUALITY OF PLACE JOBS CREATION AND INVESTMENT STRATEGY

#### 5 §7019. DEFINITIONS

As used in this chapter, unless the context otherwise indicates, the following terms have the following meanings. [2009, c. 483, §1 (NEW).]

**1. Council.** "Council" means the Maine Quality of Place Council set out under section 7020. [2009, c. 483, §1 (NEW) .]

**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. [2009, c. 483, §1 (NEW) .]

**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; [2009, c. 483, §1 (NEW) .]

B. Downtowns and community centers; [2009, c. 483, §1 (NEW) .]

C. Historic buildings, structures and related facilities; [2009, c. 483, §1 (NEW) .]

D. Arts, culture and creative economy activities; [2009, c. 483, §1 (NEW) .]

E. Landscapes, including the working landscapes of farms, forests and waterfronts; [2009, c. 483, §1 (NEW) .]

F. Access to outdoor recreational activities and leisure over public and private lands, including motorized and nonmotorized activities; [2009, c. 483, §1 (NEW) .]

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 [2009, c. 483, §1 (NEW) .]

H. Intellectual assets, including schools and colleges, research institutes, museums and educational programs. [2009, c. 483, §1 (NEW) .][2009, c. 483, §1 (NEW) .]

**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. [2009, c. 483, §1 (NEW) .]

**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; [2009, c. 483, §1 (NEW).]
- B. Increased regional investment, incomes and public revenues; and [2009, c. 483, §1 (NEW).]
- C. Increased protection, enhancement and marketing of assets identified as economic drivers in a regional quality of place assets inventory. [2009, c. 483, §1 (NEW).][ 2009, c. 483, §1 (NEW) .]SECTION HISTORY 2009, c. 483, §1 (NEW).

## **5 §7020. MAINE QUALITY OF PLACE COUNCIL**

**1. Composition.** The Maine Quality of Place Council, established in section 12004 G, 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 12004 G, subsection 7-A; and [2009, c. 483, §1 (NEW).]

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. [2009, c. 483, §1 (NEW).] [ 2009, c. 483, §1 (NEW) .]

**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. [ 2009, c. 483, §1 (NEW) . ]

**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. [ 2009, c. 483, §1 (NEW) . ]

**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. [ 2009, c. 483, §1 (NEW) . ]

**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. [ 2009, c. 483, §1 (NEW) . ]

**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. [ 2009, c. 483, §1 (NEW) . ]

**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. [ 2009, c. 483, §1 (NEW) . ] SECTION HISTORY 2009, c. 483, §1 (NEW) .

## **5 §7020-A. COUNCIL RESPONSIBILITIES**

The council shall facilitate interagency coordination of state and regional activities regarding regional quality of place investment strategies. [ 2009, c. 483, §1 (NEW) . ]

**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. [ 2009, c. 483, §1 (NEW) . ]

**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. [ 2009, c. 483, §1 (NEW) . ]



**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. [ 2009 , c . 483 , §1 (NEW) . ]

**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. [ 2009 , c . 483 , §1 (NEW) . ] SECTION HISTORY 2009 , c . 483 , §1 (NEW) .

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## Appendix B. Chronology of Events

### Leading to the Formation of the Maine Council on Quality of Place

#### ***Fall 2006***

- ⇒ GrowSmart Maine publishes *Charting Maine's Future*, a Brookings Institute study that identifies quality of place as an economic asset of great and increasing value for the State.

#### ***March 2007***

- ⇒ Governor Baldacci creates the Governor's Council on Maine's Quality of Place to develop a recommended action plan or plans for protecting, investing in, and enhancing Maine's distinctive quality of place.

#### ***June 2007***

- ⇒ State Planning Office economists Kate Reilly and Henry Renski conduct research and confirm that quality of place is an economic driver for Maine. (See this report at: [www.maine.gov/spo/specialprojects/qualityofplace](http://www.maine.gov/spo/specialprojects/qualityofplace))

#### ***December 2007***

- ⇒ Governor's Council on Maine's Quality of Place releases its report, [People, Place, and Prosperity: 1st Report of The Governor's Council on Maine's Quality of Place](#), with 15 recommendations focusing on regional landscape conservation, community and downtown revitalization, and an asset-based approach to economic development.

#### ***May 2008***

- ⇒ Governor's Council on Maine's Quality of Place concludes its work and releases its second report, [Quality of Place and Job Growth: A New and Needed Maine Investment Strategy](#), with an additional 10 recommendations. It states, "*For sustainable prosperity, the State must develop and implement a Maine Quality of Place Investment Strategy (QPIS) that will protect, strengthen, and build economic opportunity upon Maine's Quality of Place assets, both natural and built.*"

#### ***June 2008***

- ⇒ Governor Baldacci creates a new Maine Quality of Place Council to pursue a quality of place investment strategy as a complement to Maine's traditional economic and community development programs.

A Quality of Place investment strategy is defined as a plan that identifies regional assets with marketable value and makes public/private investments in Maine's place based assets in order to create jobs. Examples of successful Q of P investments include Sunday River and Sugarloaf ski areas, The Farnsworth Museum in Rockland, and the Maine Outdoor Center in Fort Kent.

#### ***November 2008***

- ⇒ Maine Quality of Place Council drafts legislation for Governor's consideration to create a statewide and regional quality of place investment strategy.

**January 2009**

- ⇒ Governor Baldacci introduces legislation, *An Act to Create Regional Quality of Place Investment Strategies for High-value Jobs, Products, and Services in Maine*.

**April 2009**

- ⇒ Governor's bill printed as LD 1389, and referred to Legislature's Business Research and Economic Development (BRED) Committee

**May 5, 2009**

- ⇒ BRED committee holds public hearing on LD 1389. The committee holds two work sessions before adjourning. The bill is carried forward to the second regular session.

**December 2009**

- ⇒ After two more work sessions, the BRED committee reports out the bill 9-3, Ought to Pass

**February/March 2010**

- ⇒ Legislature enacts Maine's quality of place law and Governor Baldacci signs into Public Law 2009, Chapter 483.

**August, 2010**

- ⇒ BRED committee confirms Governor's appointments to the new Maine Quality of Place Council

**November 2010**

- ⇒ Maine Quality of Place Council meets, elects Chair and vice-chair, hears presentations, discusses work plan, and supports going forward with a public event to gather information to inform its work plan.

**December, 2010**

- ⇒ Quality of Place Dialogue Event is held. 127 people register, 93 people attend despite stormy weather and poor driving conditions. Program includes 3 speakers and 16 breakout discussion topics.

## Appendix C. Quality of Place Council Contact List

Six private citizen members:

**Edward A. Barrett**

City Administrator  
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Lewiston, Maine 04240  
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## Appendix D. Quality of Place Council Minutes

November 12, 2010  
Baxter Conference Room, State Planning Office,  
19 Union Street, Augusta

**Present: Council Members:** Edward Barrett Chair, Ryan Pelletier, Co-chair, Stephanie Gilbert (DOA), Tim Glidden (SPO), Eleanor Kinney, Donna McNeil (Cultural Commission), Mark Ouellette (DECD), Robert Thompson, Penny Vaillancourt (DOT), Robin Zinchuk.

**Council Staff:** Jody Harris, Sue Inches, Linda LaPlante and Michael LeVert

**Others present:** Nancy Smith, GrowSmart Maine; Warren Whitney, MCHT; Garrett Martin, MECEP; Michael Baran, OCD/DECD

Tim Glidden called the meeting to order at 9:40am and made introductions.

The election for new Chair and Co-chair was held and there was a unanimous vote for:  
Chair: Edward Barrett  
Co-Chair: Ryan Pelletier

Ed Barrett took over the meeting at this time.

Michael LeVert, “Setting the Stage: Quality of Place and the Economy”: was first on the agenda with a power point presentation on “Setting the Stage: Quality of Place and the Economy.” The presentation hit on the three things to remember about quality of place:

1. Quality of Place is about jobs
2. Quality of Place is about attracting people
3. Quality of Place needs a continuing commitment

The entire presentation is available on the State Planning Office website at:  
[http://www.state.me.us/spo/specialprojects/qualityofplace/agenda\\_minutes.htm](http://www.state.me.us/spo/specialprojects/qualityofplace/agenda_minutes.htm)

Michael stressed that it will not be easy to attract people from all over the country to live in Maine. The Quality of Place Council will have to

- Focus on the message
- Make connections
- Make small steps forward
  - Performance standards
  - Preference points
- Fully take advantage of world class workforce

Ed Barrett; “Building the Council’s 2011 Work Plan”: How do we want to move forward?

The Council agreed that it would work on five tasks over the next year that would comprise its work plan:

- A. Develop standards and guidance
- B. Performance measures
- C. Engage private and philanthropic sectors
- D. Support workforce development
- E. Outreach and Communications

The Council decided to establish sub-committees around each of these five tasks. Ed will reach out to council members to see what their interests are and on what sub-committee they would like to serve.

Discussion on incoming Governor/Legislature: Need to engage them, how do we do this?

- Need specifics about jobs
- Need to make vocabulary of quality of place understood
- Public members play a crucial role
- Need to give a very clear, consistent message of Maine
- Need to put more emphasis on lower income housing, safe affordable housing

To get message out there we could:

- Partner with private sector to move forward
- Get message out to other committees/organizations that members serve on
- Drill down on success stories to help move businesses here
- Use connections with people who vacationed here and loved it
- Publicize
- Have examples of return on investment from business standpoint
- Be clear on both short and long-term visions, keep momentum going
- Work with investment strategy piece – very important
- Find linkage between businesses

Council will need to submit a written report to the BRED committee by December 31, 2010. Council should use the report as an opportunity to engage the Committee. The Council instructed Ed Barrett and Ryan Pelletier will work with staff on writing and submitting the council's report.

Sue Inches – Quality of Place Dialogue: scheduled for December 6, 2010 – Should we go forward with this event?

The purpose of the event is bring diverse interests together, especially funders and investors to make connections with quality of place grass-roots initiatives. It is intended to help the council understand how jobs can be created through quality of place. The council discussed the pros and cons of hosting the event at this time:



PROS	CONS
Focuses on jobs creation	May be premature
Diverse audience with funders/investors	Needs to be done correctly
Develop creativity, marketing	Need to get the right mix of people there
Build economic strategy to move state forward	Too close to holidays
Build relationships	Unclear on what goal is
Will expand conversation on Q of P	Need time to identify and build partnerships with sponsors
Foundation of economic development – way to get message out	Political environment could look at this as a negative
Listen to different constituencies	Needs to be lower key; more structured with speakers to set the stage
Foster communication between state agencies	Demand on staff at a busy time of year
Good lessons to be learned from keynote speaker	

The Council decided to host the event on December 6 with some modifications to the event structure and agenda:

- Need to add farming, fishing and forestry to invitation list
- Refine agenda to include three introductory speakers to set the stage
- Shorten open dialogue sessions

Council members agreed to assist by making calls to get the word out.

Scheduling:

- Sub-committees to meet in January, 2011
- Whole council will meet in February, 2011

Meeting adjourned at 12:30pm

Respectfully submitted,  
Linda LaPlante  
State Planning Office