

As voted by the Board of Trustees and in accordance with the notice of the meeting, the monthly Workshop Meeting of the Board of Trustees of the Portland Water District was held in the Nixon Training Center at the general offices of the District, 225 Douglass Street, Portland, Maine and via ZOOM, on Monday, March 13, 2023. In attendance from staff were S. Garrison, C. Crovo, D. Kane, S. Firmin, J. Wallace, J. Hudak, M. Clement, D. Katsiaficas, and C. Cote.

All Trustees were present except Trustee Siviski. Trustee Cote attended remotely.

President Douglas convened the workshop at 6:41 p.m.

1. PWD Branding

Public Relations and Communications Manager, Michelle Clements, presented an overview of recent efforts to refresh and standardize the PWD brand as well as review the customer perception survey slated to be released in May.

Branding is important because it creates a distinct identity for an organization and can negatively or positively impact public perception. In the coming months, a PWD style guide will be created that will help standardize certain brand aspects like colors, logos, and fonts which will be used to improve consistency throughout all PWD communications.

Ms. Clements shared examples of the logo refresh with the Board and discussed the options of a refresh or a complete re-branding of the company. The consensus of the Board was to defer a complete rebranding at this time.

Ms. Clements also shared with the Board the draft of the upcoming Customer Satisfaction Survey. The last survey was sent in 2017. It was put on hold during the pandemic. The survey is scheduled to be released in May with the results available in late summer.

Trustees discussed incentives to draw more customers into participating in the survey.

2. Hybrid Meetings

Donna Katsiaficas, Corporate Counsel, reviewed and discussed the remote meeting policy with the Board, in anticipation of hybrid meetings.

Ms. Katsiaficas provided a copy of the current Remote Meeting Policy to the Board and reminded them it was adopted in August 2021. In 2020, when the remote meeting law was first enacted, in order to have a remote meeting there had to be an emergency; specifically, not being able to travel, sick, out of State or otherwise unable to attend the meeting. In 2022, the law was changed and the emergency requirement was removed. The law requires if an organization chooses to go remote, the public must be able to attend remotely as well. The District's current policy is stricter than state law. If the Board wishes to change the policy, it will need to be revised. The Board did not request any changes to the remote meeting policy.

The Board agreed going forward, all Business Meetings would have the option of the public attending remotely.

3. Other Business

None

4. Executive Session

Pursuant to 1 M.R.S. §405(6)(A) personnel, the Board will go into Executive Session to conduct the General Manager's six-month performance review.

A motion was made by Trustee Willett and seconded by Trustee Libby to go into an executive session to conduct the General Manager's six-month performance review. Voted all in favor.

The Executive Session began at 7:45 p.m. and ended at 8:45 p.m. Motion to come out of Executive Session and adjourn made by Trustee Willett, second by Trustee Libby. And approved unanimously.

Submitted by,

Donna M. Katsiaficas
Clerk