I. Agenda Item - Industry Input

1. **Anne Ball, Program Director - Maine Downtown Center, Maine Development Foundation**
   - Current Status – all sectors need help
   - Organizations that rely on major events as fundraisers -most or all events have been cancelled.
   - Cultural – theaters, museums, etc. will be last to re-open
   - Historic preservation projects on hold

Reopening –
- Regulatory help at the local level to make outside safe spaces, parking, outside seating for restaurants, etc.
- increased education and awareness to boost consumer confidence in traveling throughout Maine.
- Small business support/technical support to assist businesses with adapting for current and future travel, support creativity, meaningful collaborations and partnerships.

2. **Jenny Kordick, Executive Director - Maine Outdoor Brands**
   - Increase in bike sales, boating, kayaks, camping, outdoor recreation trends are increasing since COVID-19.

Reopening
- Marketing support – take advantage of the consumer desire to be outside, leverage this to further position the State.
- Solutions to 14 day quarantine
- Infrastructure improvements
- Invest in State Parks, public lands, increased funding and resources
- Forgivable loans/grant programs
- Technical assistance for smaller businesses, start-ups to keep innovation alive. Business training, mentorship, product development, e-commerce, social media, succession planning.

10 yr Economic Plan
- Sense of Place
- Workforce
- Growth of Maine brands
- Broadband
• Promote innovation & entrepreneurship
• Outdoor Recreation infrastructure

Action Item: Connect MOT with Innovation ERC Subcommittee (Hannah Collins will reach out to Innovation Lead Staff Martha Bentley)

3. **Tony Cameron, Chief Executive Officer – Maine Tourism Association**
   - In-state marketing campaign with out of state campaign ready to be deployed as soon as it is OK to do so.
   - Maine Office of Tourism (MOT) – tool kit for communities and organizations for clear, effective messaging to feel that tourism is safe and Maine is welcoming.
   - Federal stimulus funding – used to make up for tourism budget losses
   - Increase percentage of meals and lodging tax that the MOT receives for tourism marketing, support and programs.
   - Provide tax credit to businesses that provide extra health and safety measures.
   - Liability protection for businesses
   - Emergency action grants/loans (similar to VT/NH plans)
   - Support for other areas of tourism business including MotorCoach, group tour, attractions, cruise ships, weddings, events, etc.
   - Re-structure unemployment to incentivize people to go back to work.
   - Need better/different methods of data collection to measure impacts of COVID-19

4. **Steve Hewins, President & CEO – Hospitality Maine**
   - Restaurant Readiness Program has been very successful (1000+ participants)
   - Look closely at VT/NH re-opening plans, but make it “Maine”
   - Not in support of KeepMEHealthy Draft Plan, submitted a response to the draft with alternate suggestions to DECD.
   - Recommendation – ask people to attest that they have been quarantined at home before visiting Maine, similar to NH.
   - Direct assistance to hospitality businesses from federal funding
   - Commercial / residential rent stabilization for tenants & landlords
   - Technical business assistance with ME community college system, training programs
   - In-state and out of state marketing needs to be positive in nature.

II – Discussion and Takeaways
• Subcommittee members will begin to compile a list of updates, ideas and suggestions for discussion and inclusion in a report to the ERC committee chairs due Friday.