SACO CITY COUNCIL MEETING 
MONDAY, MARCH 16, 2020 – 6:30PM 
CITY HALL AUDITORIUM

I. CALL TO ORDER 
II. RECOGNITION OF MEMBERS PRESENT 
III. PLEDGE OF ALLEGIANCE 
IV. GENERAL 
   A. Biddeford Saco Country Club Proclamation 
V. COMMITTEE CORRESPONDENCE TO COUNCIL 
VI. PUBLIC COMMENT 
VII. APPROVAL OF MINUTES: February 24, March 2, March 9, 2020 
VIII. CONSENT ITEMS 
IX. ACTION ITEMS 
   A. (Second/Final Reading) Adoption of City Seal P2 
X. NEW BUSINESS 
   A. PILOT Policy Ordinance P11 
XI. ADMINISTRATIVE UPDATE 
XII. COUNCIL DISCUSSION AND COMMENT 
XIII. EXECUTIVE SESSION 
"Be it Ordered that the City Council enter into executive session, pursuant to [M.R.S.A. Title 1, Chapter 13, Subchapter 1, §405(6)]: 
(A) Personnel Update 
(C) 351 North Street Proposal 
XIV. REPORT FROM EXECUTIVE SESSION 
XV. ADJOURNMENT

CHANGE IN ELECTED OFFICIALS EMAIL ADDRESSES 
To reach Saco’s Elected Officials use first letter of first name last name @sacomaine.org. 
Ex: bdoyle@sacomaine.org. See a list of the Elected Officials above. 
Starting with Mayor Bill Doyle, Councilor Archer, Ward 1, Councilor Purdy, Ward 2, etc. 

Hearing Assistance Devices are available at the back of the Auditorium. 

If you are interested in addressing the Mayor and Council in the public comment session, please add your name to the roster at the back of the room.
MEETING ITEM COMMENTARY

AGENDA ITEM: (Second/Final Reading) Amendment of Chapter 1: General Provisions, § 1-19 Seal

STAFF RESOURCE: Emily Roy, Director of Communications

COUNCIL RESOURCE: Councilor Alan Minthorn

BACKGROUND: In 2015, Saco’s seal was re-digitized; however, the language in the Code of Ordinances was not amended to reflect those changes. While the City of Saco Brand Style Guide (adopted by the City Council in 2019) reflected the updated seal, the code was not amended.

3. Brand Style Guide

RECOMMENDATION: Staff recommends amending Chapter 1 and further amending the Brand Style Guide to reflect the proper uses.

SUGGESTED ACTION: "The City of Saco hereby ordains and approves the second and final reading of the proposed amendments to, ‘Chapter 1: General Provisions, § 1-19. Seal’."
Exhibit 1:

§ 1-19 Seal.

The design hereby annexed shall be the device of the City Seal,[1] and the inscription shall be as follows:

DOMINE DIRIGE NOS CITY OF SACO, ME. 1867 (Translation: "The Lord Guides Us")

[1] Editor's Note: A copy of the City Seal is on file in the City Clerk's office.
Exhibit 2:

§ 1-19 Seal.
The design hereby annexed shall be the device of the historic City Seal,[1] and the inscription shall be as follows:

DOMINE DIRIGE NOS CITY OF SACO, ME. 1867
(Translation: "The Lord Guides Us")

[1] Editor's Note: A copy of the historic City Seal, digital City Seal, and City Logo are on file in the City Clerk's office and the proper uses for each are identified in the Brand Style Guide.
The City of Saco Brand Style Guide

Use of the City Seal

The City of Saco Seal represents our community’s rich heritage and history. Saco’s seal represents its founding name of Pepperrellborough in honor of the city’s benefactor, Sir William Pepperrell. The Pepperrell family coat of arms is incorporated into Saco’s seal. Saco has a historic seal, shown on the left. The seal was re-digitized in 2015 to include the incorporated date and remove domine dirige nos.

The seal is to be used only for official documents and occasions. It must not be used as a casual logo or identity. The seal is used for the purposes of certifying official records for the city.

Uses for the historic seal include:

- Official legal documents
- Official decrees

Use for the digital seal include:

- City Council letterhead
- Proclamations
- City Council business cards
- Correspondence related to enforcement

Minimum Seal Size

To ensure readability and visual integrity of the seal in print, do not reduce the height to less than 1 inch. For screen applications, do not reduce the height to less than 72 pixels.

Color Palette

<table>
<thead>
<tr>
<th>Color</th>
<th>RGB</th>
<th>CMYK</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>Historic</td>
<td>51,51,102</td>
<td>93, 90, 31</td>
<td>333366</td>
</tr>
<tr>
<td>Digital 1</td>
<td>192, 24, 31</td>
<td>18, 100, 100, 8</td>
<td>C0181F</td>
</tr>
<tr>
<td>Digital 2</td>
<td>248, 191, 122A</td>
<td>2, 27, 59, 0</td>
<td>F8BF7A</td>
</tr>
</tbody>
</table>
Use of the City Logo

The City of Saco has adopted a new logo that will represent the community and the city departments. The look and feel of the logo properly reflects the tagline adopted by the City of Saco: friendly by nature. The wave form in the “o” implies water, waves, and motion. The color palette invokes trust, strength, and stability. The “o” can also serve as a secondary element for branding, as seen with our email signature and letterhead template. The font included for the tagline emits friendliness and approachability.

The logo seeks to target and represent a broad audience – residents, business owners and entrepreneurs, and visitors to our community. Strategically, the logo does not track tightly to any one of these audiences, rather, it has a broad appeal that can flex across markets. The logo is strong without rigid formality, fresh without being trendy, and emanates vibrant, flowing energy.

Saco’s logo and tagline are registered trademarks of the city.

Uses for the logo include:

- Business cards (Police Department and Fire Department are exempt)
- Email signatures
- Letterheads
- PowerPoint presentations
- Department service updates
- Marketing materials

Department Descriptors

Departments have the option of using the city logo with their respective department descriptors in place of the tagline. Logos with department descriptors must be approved and provided by the Communications Department. Adding department descriptors independently is not permitted nor is designing your own departmental logo.
Minimum Logo Size

To ensure readability and visual integrity of the seal in print, do not reduce the height to less than 1 inch. For screen applications, do not reduce the height to less than 72 pixels.

Color Palette

RGB: 0, 56, 101
CMYK: 100, 60, 10, 53
HEX: #003865
PMS: 2955C

RGB: 198, 218, 232
CMYK: 15, 6, 0, 9
HEX: #C6DAE8
PMS: 545C

Typography

The primary logo font is Estrangello Edessa but should be used sparingly in other situations.

Garamond should be used as the primary font for correspondence, including memorandums, item commentaries, and reports.

Email signature

All email signatures must follow the format below. Instructions about setting up an email signature are available on Sharepoint. Departments must use the logo with the tagline or their department descriptor (with approval from the Communications Department).

EMILY ROY
Director of Communications
300 Main Street | Saco, ME 04072
t 207.710.5002 | sacomaine.org
Follow us: Facebook | Twitter | Instagram
Email Signature with Department Descriptor

JACK CLEMENTS, CHIEF OF POLICE
20 Storer Street | Saco, ME 04072
t 207.282.8214 | sacomaine.org
Follow us: Facebook | Twitter | Instagram

Professionalism • Accountability • Compassion • Trust

Email Signature Options for City Council

LYNN H. COPELAND
City Councilor, Ward 4
300 Main Street | Saco, ME 04072
c 207.712.6776 | sacomaine.org
Follow us: Facebook | Twitter | Instagram
NEW Email Address: LCopeland@sacomaine.org

ALAN MINTHORN
City Councilor, Ward 5
300 Main Street | Saco, ME 04072
t 207.590.6521 | sacomaine.org
NEW Email Address: AMinthorn@sacomaine.org

Business Cards

The City of Saco has set up an order form to make the ordering process easy for staff. To deviate from this template, you will need authorization from the Communications Department. The order form with pricing is available on Sharepoint. The City Council will determine their business card design while establishing their rules and order of business.
**Letterhead Template**

All department letterheads must be approved by Administration or the Communications Department. Departments have the option of using the logo with the tagline or their department descriptor. An example is included below.

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**PowerPoint Presentation Template**

Use the PowerPoint Template on Sharepoint. For the header and title text use Georgia (serif). For the body text use Arial (sans-serif).

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**File Size Guide for Images**

**Standards for Print**

- Newspaper print: between 150 to 200 dpi
- Glossy Print: 300 to 400 dpi
- High-Definition Commercial Print: as high as 600 dpi+

The file format for print images and rectangular images is usually JPG or PDF. Clip art, text-based graphics, and close-cropped images with a transparent background can be saved as PDF or EPS.

**Standards for Web**

Web pictures should be saved with a much smaller dpi, generally 72 to 96 dpi. Most platforms will not take photos with huge dpi and large files will impact page load speed.

There are three file formats to use:
• JPEGs are the most common format for rectangular photos, and can be saved with varying levels of compression, depending on the sharpness and fidelity desired.
• PNGs are the most versatile format and are commonly used for graphics with a transparent section or background.
• GIFs are less used now than previously, but are useful for small icons, simple elements with a transparent background, animated art, and situations where you need to absolutely match a specific RGB color.

Usage on Clothing and Vehicles

All designs for apparel, vehicles, or signage, must be cleared by the Communications Department prior to production. We will be able to work with the vendors to send the proper file types. Here are some examples of possible designs.

Usage on Promotional Materials or Photos

All marketing and promotional materials must follow the guidelines as established above. Permission to deviate must be authorized by the Administration Department and/or the Communications Department. All photos with the logo overlaid must be produced by the Communications Department. See examples below.
PILOT Proposal

Payment in lieu of taxes (PILOT) is a structured way for municipalities to seek payments from tax-exempt property owners.

- Generally involves asking the community’s largest private tax-exempt institutions to voluntarily pay a percentage of the taxes they would pay if they were fully taxed entities
- Recognizes the cost of the municipal services (police, fire, EMS, public works, etc.) which are utilized by tax-exempt entities
- Equitable way for a municipality to negate the loss of taxable property while also acknowledging the in-kind and service contributions of these community organizations.
Current Service Fee/PILOT program (added in 1989)

§ 192-1 Property exempt from taxation.
• Pursuant to 36 M.R.S.A. § 652, properties in the City which are owned by benevolent and charitable institutions shall be exempt from property taxation. This article incorporates by reference the definition of “benevolent and charitable institutions” used in 36 M.R.S.A. § 652.

§ 192-2 Fee imposed on rental property; exception.
• The owners of residential properties exempt from taxation under § 192-1 that are used to provide rental income (with the exception of student housing or parsonages) shall pay to the City of Saco a service fee in lieu of property tax.

§ 192-3 Calculation of fee.
• The fee for services in lieu of property tax shall be calculated according to the actual costs of providing municipal services to the property. Municipal services included in the calculation of the fee shall include fire and police protection, road maintenance and construction, traffic control, snow and ice removal, water and sewer service, sanitation services and all other municipal services except the costs of education and welfare, which shall be excluded. In no instance shall this fee exceed 2% of the gross annual revenues of the organization.

Problems with current program
• Only includes tax-exempt properties with rental income
• Annual ask for 2% of rental income made of rental properties in Saco, without any actual calculation of the municipal provided services
• Currently capping at 2% rental income, not 2% gross annual revenues
• Tax-exempt properties are low priority so may be very under-assessed according to Assessor
Fee Option 1 (service fee based)

1. Fire Protection
   • the square footage of the tax-exempt building relative to the total square footage of all the developed property in the municipality
2. Police Protection
   • same method as described under fire protection OR
   • a combination of that method and a per-capita method based on the average daily population of the exempt entity relative to the total population of the municipality
3. Road Maintenance & Repair
   • per capita method described under police protection OR
   • the linear public road mileage which the exempt property abuts relative to the total linear mileage of the municipality
4. Stormwater Management
   • the square footage of impervious surface relative to the total impervious surface of all developed properties being served by the stormwater control system
5. Administrative Charge

Fee Option 2 (property value based)

• Deciding what types of agencies should be exempt
  • Proposal exempts houses of worship, cemeteries, governmental entities, and fraternal organizations/lodges
• Identifying a threshold for property value to be taxed
  • Proposed threshold $200,000
• Deciding on a percent to be used instead of the 100% actual tax rate
  • Proposed 29%
    • Based on Public Safety and Health costs accounting for 29% of total budget (2018)
• Deducting a credit for services provided to the community (Services in lieu of taxes)
  • Proposed 50%
• Estimated New Revenue = $79,008
Areas for potential tax income increases (existing program)

• Housing for educators can be taxed (whether building is partially or fully used for that purpose)
  • Ecology School- definitely houses staff
  • Thornton Academy?
• Ferry Beach Association
  • Should their properties used for lodging be taxed?
  • The properties of the Association other than the Pavilion and the "grove" are subject to taxation. They are properties "from which revenue is derived," and "clearly not occupied by the Association for its own purposes." Foxcroft v. The Campmeeting Association, supra. Supreme Judicial Court of Maine. York Ferry Beach Park Ass'n of Universalists v. City of Saco 127 Me. 136 (Me. 1928) • 142 A. 65 Decided May 11, 1928

Further Research/ Recommendations

• Total property valuation of the city to create ratio of NPO property
• Identify overtaxed public services
• Updated assessment of high value in-town property to explore alternate funding opportunities
• Incorporate Planning and Development Director in relationship building with non-profits