

CREATIVE PORTLAND

P.O. Box 4675 | Portland, ME | 04112 | 207-370-4784

Board of Directors Meeting
Wednesday, September 7, 2022
3:30 PM
VIA Zoom Link Below:

<https://us02web.zoom.us/j/81982302867?pwd=SjVMMEExjMzI2dHNUTjZtVXR0SXRLUT09>

CREATIVE PORTLAND MISSION STATEMENT: Creative Portland's mission is to support the creative economy through the arts by providing essential resources, by fostering partnerships, and by promoting Portland's artistic talents and cultural assets. As the official non-profits arts agency, we support economic development efforts by strengthening and stimulating our workforce, creative industries, and enterprises.

AGENDA

1. **Welcome and President's Comments**
2. **Consent Agenda**
 - A. July Board meeting Minutes - draft attached for approval.
 - B. August Financials -see attached.

ACTION: Vote to accept Consent Agenda
3. **FY2023 Work Plan and Budget is approved.**
 - A. Approved FY2023 Work Plan and Budget - attached for reference.
4. **Executive Director Update**
 - A. Creative Bus Shelters Ribbon-Cutting Ceremonies 9/8/2022 - Invitation Attached
 - B. Arts and Culture Summit - September 20, 2022
 - C. Fiscal Sponsorship Agreement TBD - Maine Music Festival 2024
5. **Nominating Committee Update**
 - A. Three renewals and one new recommendation for December appointments.

6. FY2023 Board Meetings

A. President's proposed dates - six meetings, every other month.

7. Board Share

Next Meetings: October 5, 2022; November 2, 2022; January 4, 2023; March 1, 2023; May 3, 2023; and, June 7, 2023.

CREATIVE PORTLAND^{ME}

Minutes

Board of Directors Meeting

Wednesday, July 6, 2022; 3:30-5:00pm

ZOOM meeting

Attendees: Kate Anker, Kirstie Archambault, David Brenerman, Maile Buker, Councilor Tae Chong, Gib Foltz, Herb Ivy

Staff: Katie Alleman, Dinah Minot, Mary Davis

Absent:, Leah Igo Brooks, Eliza Ginn, Lindsay Hancock, Anne McGuire, Daniel Minter, Zoe Sahloul, Gerard Salvo

- **Welcome and President's Comments**

- Meeting began at 3:35pm
- Discussion of holiday weekend - more subdued, empty than previous July 4th celebrations.
- Councilor Chong joined at 3:38 - enough people to vote

- **Consent Agenda (June minutes, June financials)**

ACTION: Vote to accept Consent Agenda

FIRST: Mr. Brenerman

SECOND: Ms. Buker

VOTE: Passed unanimously

- **FY23 Approved Work Plan & Budget (attached for reference)**

- **Executive Director Update**

- Cultural App and Website Launch (community engagement and outreach)
 - We are very close to transferring to the new website.
 - Ms. Minot shared the new website to the board and will email them the link to the beta site. They will be able to spend time navigating the website and preparing for the app.
 - We are starting the process of submitting the app to the App Store. Should be ready to present at the Arts & Culture Summit in September.
 - CP will hire a contractor to handle direct outreach for the app and website. Liza d'Hemecourt will work with 130+ arts and cultural orgs to engage them in the app - account creation, sponsorships, troubleshooting.
 - It would be good to review the app at the September board meeting ahead of the Arts & Culture Summit. We will know then whether or not it is ready to share with the public.
- Arts & Culture Summit (Sept 20)
 - Ms. Minot invited the board's active participation and attendance to the Summit and thanked Councilor Chong, Ms. Anker, Mr. Brenerman, and

Ms. Davis for advocating for CP and getting \$25,000 from the City. Discussion of whether to send a thank you note to the City Manager (which also presents an opportunity to say that the money is going toward the app) was received positively.

- Steering Committee meeting scheduled for 7/7 at 12pm. Looking to lock in agenda items based on previous agendas. Comments received at the first meeting (6/7) concerned the value-add and purpose of the summit, which in turn raised the question: are we the right people to facilitate this event? Should we allow others to host it, while we help?
 1. Ms. Minot argued that the summit provides an opportunity for networking and celebration of achievements over the past two years.
 2. Ms. Anker suggested that we don't have to own every program - it's good to stay connected but others can host it and different organizations could host each year. We would help convene but the burden wouldn't rest on us.
 3. Mr. Brenerman argued that we should run the summit and not cede it to others - we are the convener. It's good to discuss "should we keep doing this?" to make sure we remain mission-aligned.
 4. Ms. Archambault agreed with both Ms. Anker and Mr. Brenerman - if there is a natural partner, it would be good to share the hosting. But this is our project and we should continue to do it annually.
 5. Ms. Minot brought up the idea of partnering with Maine Public to broadcast some of the panels. Maine Arts Commission would be interested in partnering with CP if the summit reached more than Portland (more state-wide).
 6. Mr. Foltz suggested setting aside time during the October board meeting to debrief the summit.
 7. Mr. Ivy agreed with Ms. Archambault - we are the leaders; we can evolve with partners, but this program is ours.
 8. Ms. Anker liked Mr. Foltz's debrief idea and said it would be good to have the Steering Committee debrief as well, to which Ms. Minot said that has been done in the past and will continue.
- Fiscal Sponsorship Program (sustainability factor)
 - The board previously agreed to pare down the amount of fiscal sponsees, but Ms. Minot presented an opportunity to take on a new fiscal sponsee arrangement that could give CP up to \$100,000 in fees.
 - The Maine International Jazz Fest is scheduled to occur on September 5-7, 2024. The budget is \$1- 1.5 million.
 - CP would offer a standard fiscal sponsorship 501c3 umbrella to process tax-deductible donations.
 - CP wouldn't have to be responsible for programming, marketing, promotion, etc - that would be handled by the festival. Ms. Minot added she is interested in considering an offer to be the Festival Director in a year. Meanwhile, this opportunity presents a new revenue stream for CP and is a wonderful business opportunity for CP as convener - forging new

partnerships. It would be doable, she advised, if we hired a contractor (bookkeeper) to manage it.

- Councilor Chong is in favor.
- Mr. Ivy questioned the financial risk, to which Ms. Minot replied that there wasn't any. If the festival fails, CP will still potentially receive \$8-10K or any overages.
- The idea would be to increase our fee starting out at 9-10% for the first \$500K and then reduce on a sliding scale, higher than our current 5% fee.
- Ms. Anker noted that it would require more front-end work, but asked if it was possible for our workload?
- Ms. Minot responded that we could create necessary capacity by hiring a contractor. She explained that if she took the Festival Director position she could not also maintain the responsibilities of the CP Executive Director beginning in FY24. But right now it's her intention to commit to the job and the launch of the app at least through this fiscal year. She also said that the board doesn't have to decide today to take on the fiscal sponsorship, but she wants to gauge a response and check how open the board is to the idea. She mentioned that a decision would have to be made by the fall because the festival will need to secure a fiscal sponsorship soon, and there are two other organizations who may be approached. They came to us first.
- Councilor Chong expressed enthusiasm for the festival fiscal sponsorship yet a concern for a potential vacancy in the ED position. Otherwise, he said, we would be in a good position. We would make money off the festival either way (if it succeeds or fails), plus we'll have revenue from the app, City, and fiscal sponsees.
- Because there is no board meeting in August, a suggestion was made for Ms. Minot to share any new information if the exec committee needs to make a decision. Or a board meeting could potentially be called to cast a vote.
- Ms. Minot would like to announce the potential fiscal sponsorship arrangement at the Summit because it's an opportune time to spread the news about the festival to the arts community.

- **Board President Discussion (a new schedule to include in-person meetings)**

- Ms Anker presented the idea of reducing the amount of board meetings from 9 to 6. She also suggested having at least two of the meetings be in-person (possibly November and May). They hoped this would allow for more board engagement in committees/initiatives.
- Mr. Foltz said he didn't mind the amount of meetings we have now. He understands it would be good to engage board members with a different schedule, but doesn't mind the current schedule.
- Ms. Archambault liked this idea because it gives people the opportunity to join in more - but there needs to be accountability.
- Mr Ivy stated that anything that can get the board deeper into the work is a good thing, but he prefers to leave the structure to Ms. Anker and Ms. Minot.

- Possible committees/initiatives include convening the community; promotion of talent; subgroups for advancement, fundraising, grants. Ms Minot asked the board what they would be interested in doing? What committees would they like to join? Alternatively, committees can be decided in an ExCom meeting.
- Ms Anker argued that “committee” isn’t the right word. “Initiative” might be better, since we already have some committees - curatorial for gallery, bus shelters; FFAW gallery sitters or photographers (maybe just someone to organize who will gallery sit); summit help.
- A suggestion was made to discuss and finalize the schedule for the new year at the November meeting.
- CP will need new board members to fill vacancies left by Lisa Bloss & Gerard Salvo. Nominating committee needs to make recommendations fairly soon or the city nominating committee will make the appointments . Councilor Chong announced that he is not seeking reelection, but might be interested in staying on the board as a civilian. The mayor will need to appoint a new councilor to CP in Nov/Dec.
- Ms. Davis discussed the current state and the future of HEDD: it’s been a rough year. There are several key openings (Business Programs Manager, 2 positions in OEO, and the Director of HEDD - Ms. Davis is currently serving as interim director in addition to her own Housing job). There have been many interviews and resumes received for the Director position, but it is hard to find good, qualified candidates to fill the role. Several times they have gotten close to the finish line, and people have withdrawn or taken other offers. City can’t react quickly enough or be as flexible as other employers.

- **Board Share**

- Mr. Brenerman asked for a report on First Friday, to which Ms. Minot replied that it was a great night. Portland at its best in the experience of community gatherings and celebration on a warm summer evening. She had hoped for a longer lead time to promote the Summer Stage Series, but there was a nice turnout and August will be better. She expressed gratitude to Herb Ivy for mc-ing the evening.
- Ms. Anker invited the board to attend Running With Scissors’ Steamy Summer Print Jam on July 30.
- Mr. Ivy noted that there are a lot of music shows coming up. He liked the Summer Stage’s diverse lineup and enjoyed the evening as MC.
- Ms. Minot shared that her husband will be performing in the play “Body Awareness” at Mayo Street Arts from July 14-30.
- Ms. Archambault said that the National Governor’s Association is taking place next week. Visit Portland has worked on bringing this in for the last 2 years. Ms. Anker will join Ms. Minot in volunteering.
- Ms. Alleman (Program Liaison and Office Associate) added that she’s learned a lot in five months and finds it rewarding to hear positive feedback from organizations who are grateful for our promotion of their events featured in our monthly newsletter. Ms. Minot thanked Katie and applauded her excellent work on the website, app and newsletter .

Motion to Adjourn

FIRST: –

SECOND: –

Meeting adjourned: 4:53pm

FY23 Board Meeting Dates:

September 7

October 5

November 2

Creative Portland
Statement of Activity Budget vs. Actual
August 2022

	Jul '22 - Aug 22	Full FY23 Budget	\$ Over Budget	% of Total Budget
Ordinary Income/Expense				
Income				
4100 · Operations (unrestricted)	26,354	73,750	-47,396	35.74%
4200 · Programs	14,500	121,700	-107,200	11.92%
4500 · Artist Relief Donations	10			
Total Income	<u>40,864</u>	<u>195,450</u>	<u>-154,586</u>	<u>20.91%</u>
Cost of Goods Sold				
5000 · Cost of Programs	33,899	116,700	-82,801	29.05%
Total COGS	<u>33,899</u>	<u>116,700</u>	<u>-82,801</u>	<u>29.05%</u>
Gross Profit	<u>6,965</u>	<u>78,750</u>	<u>-71,785</u>	<u>8.85%</u>
Expense				
6000 · Marketing	276	19,900	-19,624	1.39%
6200 · Occupancy Expenses	983	10,279	-9,296	9.56%
6300 · Travel	-	2,596	-2,596	0.0%
6500 · Professional Services	976	20,085	-19,109	4.86%
6600 · Operating Expenses	988	16,090	-15,102	6.14%
Total Expense	<u>3,223</u>	<u>68,950</u>	<u>-65,727</u>	<u>4.67%</u>
Net Ordinary Income	<u>3,742</u>	<u>9,800</u>	<u>-6,058</u>	<u>38.19%</u>
Other Income/Expense				
Other Income				
7000 · Other Income-Expense	4	-	4	100.0%
Total Other Income	<u>4</u>	<u>-</u>	<u>4</u>	<u>100.0%</u>
Net Other Income	<u>4</u>	<u>-</u>	<u>4</u>	<u>100.0%</u>
Net Income	<u><u>3,747</u></u>	<u><u>9,800</u></u>	<u><u>-6,053</u></u>	<u><u>38.23%</u></u>

Creative Portland
Statement of Financial Position
As of August 31, 2022

	Aug 31, 22	Jul 31, 22	\$ Change	% Change
ASSETS				
Current Assets				
Checking/Savings				
1010 · Creative Portland Checking	88,301	77,115	(5,967)	14.51%
1011 · GSB Savings 5265	50,023	50,023	-	0.0%
1015 · Petty Cash	184	184	-	0.0%
Total Checking/Savings	138,508	127,322	11,186	8.79%
Other Current Assets				
12000 · Undeposited Funds	0	0	-	0.0%
Total Other Current Assets	0	0	-	0.0%
Total Current Assets	138,508	127,322	11,186	8.79%
Fixed Assets				
1400 · Fixed Assets	26,335	26,636	(300)	-1.13%
Total Fixed Assets	26,335	26,636	(300)	-1.13%
TOTAL ASSETS	164,843	153,957	10,886	7.07%
LIABILITIES & EQUITY				
Liabilities				
Current Liabilities				
Accounts Payable				
2000 · Accounts Payable	-	-	-	0.0%
Total Accounts Payable	-	-	-	0.0%
Other Current Liabilities				
2500 · Fiscal Sponsorship Liability	27,598	28,098	-500	-1.78%
Total Other Current Liabilities	27,598	28,098	-500	-1.78%
Total Current Liabilities	27,598	28,098	-500	-1.78%
Total Liabilities	27,598	28,098	-500	-1.78%
Equity				
3050 · Retained Earnings	53,438	53,438	-	0.0%
3100 · Unrest'd Net Assets	33,198	33,198	-	0.0%
3200 · Temporarily Rest'd Net Assets	46,862	46,862	-	0.0%
Net Income	3,747	-7,639	11,386	149.05%
Total Equity	137,245	125,859	11,386	9.05%
TOTAL LIABILITIES & EQUITY	164,843	153,957	10,886	7.07%

FY23 APPROVED CP WORK PLAN:

1. **Creative Portland Marketing Wheel:** includes Monthly Arts Update Newsletter, First Friday Art Walk, social media, website and Creative Portland app marketing, curation, and administration.
2. Annual Arts & Culture Summit (Sept 20)
3. Creative Bus Shelter II - Sept ribbon-cutting ceremonies
4. Summer Stage Series (July & August)
5. Fiscal Sponsorship Program
6. Artist Relief Fund
7. AEP 6 Economic Impact Survey
8. Advancement programs - sponsorships, grant pursuits, etc
9. Board Governance, Board meetings, agenda, minutes etc
10. Host/Public Reception at Creative Portland (including Monday Morning Drop By)

Other programs will be on hold indefinitely, until funds are raised to hire additional project coordinators or program managers.

Creative Portland
Updated Budget Workplan
Fiscal Year 2023

	Base	FY22
	Jul '22 - Jun '23	Jul '21 - Jun '22
Ordinary Income/Expense		
Income		
4100 · Operations (unrestricted)		
4110 · Contribution Income		
4111 · Small Gifts	11,000	11,000
4112 · Board Challenge	7,000	7,000
4116 · Art Sale Contributions	750	750
Total 4110 · Contribution Income	18,750	18,750
4115 · City/Arts District TIF Funding	25,000	100,000
4140 · Sponsorships	25,000	25,000
4150 · Fiscal Sponsor Agent Fee	5,000	10,000
Total 4100 · Operations (unrestricted)	73,750	153,750
4200 · Programs (restricted)		
4205 · CP App-FFAW Income	45,000	3,000
4225 · Hear Here Income	0	0
4235 · Arts Culture Summit/Discussions	5,000	9,000
4245 · CP Gallery Income		
4285 · Creative Bus Shelter Income	44,500	40,000 **Includes 17K in kind
4295 · AEP6 Survey Income	2,200	
4270 · Grants & Foundations	25,000	10,000
4275 · CP Grants - CP App	0	12,600
Total 4270 · Grants & Foundations	25,000	22,600
Total 4200 · Programs (restricted)	121,700	82,100
Total Income	195,450	235,850
Cost of Programs		
5000 · Cost of Programs		
5030 · CP Website - CP App - FFAW Exp	45,000	12,000
5060 · Cost of Program Hear Here	0	0
5070 · Discussions/Summit/Cultural Plan	5,000	9,000
5140 · Creative Bus Shelter Expenses	44,500	60,000 **Includes 17K in kind
5155 · CP App/Website	0	57,000
5175 · Summer Stage	20,000	25,000
5180 · Gathering Stones	0	7,500
5185 · AEP6 Survey Cost	2,200	0
Total 5000 · Cost of Programs	116,700	170,500
5900 · Fundraising Expenses	0	0
Total Cost of Programs	116,700	170,500
Gross Profit	78,750	65,350
Expense		
6000 · Marketing		
6005 · Comm & Marketing Outreach	2,300	2,300
6010 · PR, SM & Community Engagement	1,500	1,500
6020 · Website	4,800	1,400
6025 · Printing and Reproduction	1,800	1,800
6000 · Marketing - Other	9,500	35,000
Total 6000 · Marketing	19,900	42,000
6200 · Occupancy Expenses		
6211 · Office Rent	1,000	4,840
6212 · Electricity	3,273	3,273
6213 · Office Repairs & Maintenance	1,800	0
6214 · Water & Sewer	600	600

Creative Portland
Updated Budget Workplan
Fiscal Year 2023

	Base	FY22
	Jul '22 - Jun '23	Jul '21 - Jun '22
6215 · Internet		900
Total 6200 · Occupancy Expenses	6,673	9,613
6300 · Travel		
6310 · Travel Expenses	2,000	2,000
6300 · Travel - Other	596	596
Total 6300 · Travel	2,596	2,596
6500 · Professional Services		
6530 · Legal Fees	85	85
6560 · Accounting	7,500	7,500
6580 · Other Professional Services	12,500	12,500
Total 6500 · Professional Services	20,085	20,085
6600 · Operating Expenses		
6605 · Telephone/Internet	5,600	600
6610 · Software	4,000	1,200
Total 6615 · Meetings	1,200	2,400
6620 · Office Supplies	1,200	2,400
6625 · Postage and Delivery	300	300
6630 · General Liability Insurance	1,400	2,700
6635 · D & O Insurance	1,200	1,200
6640 · Bank Service Charges	0	0
6645 · Filing Fees	50	0
6650 · Dues & Memberships	600	600
6655 · Board Expense	0	0
6660 · Email	540	540
Total 6600 · Operating Expenses	16,090	11,940
Total Expense	65,344	86,234
Net Ordinary Income	13,406	-20,884
Other Income/Expense		
Other Income		
7000 · Other Income-Expense		
7200 · In-Kind Donations	32,000	47,000
7500 · Depreciation Expense	0	0
7600 · Miscellaneous	0	0
7900 · In-Kind Expenses	32,000	47,000
Total 7000 · Other Income-Expense	0	0
Total Other Income	0	0
Net Other Income	0	0
Net Income	13,406	-20,884
Total Income (including In-Kind)	227,450	282,850
Total Expense (including In-Kind)	214,044	303,734
Net Income	13,406	-20,884
Capital Improvements (Leasehold Improvements)	6,500	0
Change in Cash	6,906	-20,884

CREATIVE
PORTLAND^{ME}

Public Art Installations!

You are invited

Ribbon Cutting Ceremonies for
Creative Bus Shelter Initiative II

Thursday, September 8

10:00am - 3:00pm



Portland Maine

10am - We the People

by Zenab Bastawala & Karen Merritt

Portland Public Library (5 Monument Square)

11am - The Reason We Come Together

by Titi de Baccarat

Empire Chinese Kitchen (575 Congress St)

12pm - Ghost Gear by Carter Shappy

Deering Ave at USM Roundabout

1pm - Oxbow by Ben Potter

Northern Light Mercy Hospital

(175 Fore River Parkway)

2pm - Youth in Bloom - Jocelyn Lee

Deering High School

(377 Stevens Ave)



**RSVP: katie@creativeportland.com
207-370-4784**