

CREATIVE PORTLAND

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

Board of Directors Meeting

Wednesday, January 4, 2023

3:30 PM

VIA ZOOM LINK BELOW

<https://portlandmaine-gov.zoom.us/j/82267921787?pwd=d1Noa0JHOUJNbFINZEZWR3M5SEJBZz09https://portlandmaine-gov.zoom.us/j/82267921787?pwd=d1Noa0JHOUJNbFINZEZWR3M5SEJBZz09>

OUR 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 nonprofit 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. November Minutes - draft attached.
 - B. November Financials - attached.

Action: Vote to accept Consent Agenda.
- 3. Nominating Committee Update**
 - A. Candidate Clare Hannan, COO, Maine Public

Action: Vote to appoint to the Board of Directors.
- 4. FY2023 Work Plan and Budget**
 - A. See attached for reference.
- 5. Executive Director Update**
 - A. Fall '22 Campaign and Board Challenge - To Be Extended - Staff Update
 - B. New Year's Eve Calendar of Events on Website & App
 - C. Monday Morning Drop By will resume February 6th.

- D. Open Call to Artists to be issued in February for May First Friday Resilience Show
- E. Creative Portland App Update - Marketing Plan
- F. Buddy System Board Outreach

6. Board Share - Include a look forward for FY2024 planning.

Next Meetings: 2/1/2023, 4/5/2023, 5/3/2023, 6/7/2023

CREATIVE PORTLAND^{ME}

Board of Directors Meeting Minutes

Wednesday, November 2, 2022; 3:30-5:00 pm via ZOOM

Attendees: Matt Schwach, Kate Anker, Herb Ivy, David Brenerman, Eliza Ginn, Maile Buker, Gibrian Foltz, Lindsay Hancock. Samantha Taube.

Staff: Dinah Minot, Mario Bermejo, Mary Davis

Absent: Anne McGuire, Kirstie Archambault, Councilor Tae Chong, Leah Igo, Daniel Minter, and Zoe Salhoul.

Welcome and President's Comments

- Meeting began at 3:32 pm
- Update of Friday Art Walk. Introductions of two new board members and new staff.
- Mr. Schwach and Ms. Taube talked about their background, interest in the arts, and why they joined the Board.
- Staff Update: Mario Bermejo has joined as new Program Liaison, effective October 24th.
- Board Members and attendees share personal stories and their history with CP.
- Order: Mr. Ivy, Mr. Brenerman, Ms. Buker, Ms. Hancock, Mr. Foltz Ms. Davis, Ms. Ginn, and Ms. Anker.
- Ms. Minot talked about volunteer opportunities for board members, including assistance as part of the selection committee for art shows, serving as art ambassadors, etc.

- **Consent Agenda (October minutes)**

ACTION: Vote to accept Consent Agenda

FIRST: Mr. Brenerman

SECOND: Mr. Schwach

VOTE: Passed unanimously

- Ms. Minot gave overview of Executive Committee role & time commitment
 - In-person meeting in the Spring (maybe winter)
 - 1 year commitment (3 years is ideal)
 - Open to all - feel free to express interest in joining
 - 21 seats total available for Board seats

Ms. Anker: Questions or Comments?

ACTION: Vote to Accept the Executive Committee Slate of Officers

FIRST: Mr. Brenerman

SECOND: Ms. Buker

VOTE: Passed unanimously

Ms. Minot asked Ms. Davis for an update on the proposed tourism district. (TIF)

Ms. Davis: City was approached to establish a Tourism Improvement district (not the same TIF) as downtown TIF but similar to the Portland Downtown district. This one is designed to support tourism. The Board would be made up of hotel management. A selection process to be determined (i.e. 40 rooms or more) would pay an assessment fee to the city. The City would allocate funds to Visit Portland. We have approached Visit Portland regarding possible funds to support the cultural app. Things that are beneficial to tourism like Trash Cans and Public Bathrooms. Financial Pass-through system and transferred to Visit Portland to use the money to implement the work they submit every year. State statute

allows this deal to be approved and implemented by the municipality.

Ms. Minot: Similar to a Fiscal Sponsorship arrangement where the City takes a small admin fee.

Ms. Davis: HEDC will be looking at details of submission by 'Visit Portland' before the city council looks at it.

Ms. Taube: Is there anything that would physically change with the downtown area?

Ms. Davis: The term "District" is misleading. It is not a physical description. Hotels that are selected will make up the district. Maybe changes like more trash cans and public bathrooms. Mostly marketing materials.

Further discussion and questions from board members.

- **Annual Report FY23**

Ms. Minot: Annual Report will be presented by Kate Anker and Ms Minot with a brief presentation of the app promo spot. The message will be that the Board will continue efforts to request municipal funds to support programs.

Quote: 'Arts are an engine, support them'

Ms. Minot: Upcoming audience survey by the American for the Arts Foundation. Focusing on how much people who participate in art events spend in town as a result of art initiatives. "We are an economic development initiative."

Ms. Minot details CP's efforts to fulfill its mission.

Major Changes:

- Cut back on many of the programs.
- Focus on App and Website.
- Pare back on Fiscal Sponsorships.
- In lieu of a new NEA application to expand the Creative Bus Shelters, we will propose a continuation of mobile art to Metro, using art as a wrap-around promos on buses for existing shelters.

Ms. Minot resumes the slideshow.

Mission Statement is reiterated.

FY23 Approved Work Plan.

Artist's Relief fund will end in December, funds will go to other programs. Recently disbursed \$7500 but not that many applicants lately.

FY23 Approved Budget (Approved).

Just under You \$200,000

Not including Fiscal Sponsorship income which is recorded as restricted funding/liability.

First Friday Art Walk

- CP Office not hosting a special in-house event for November First Friday Art Walk.

APP marketing plan: Presented the video app promo. [Youtube](#)

Ms. Minot shares her ideas for a fundraising effort called: 'Fall 500 Campaign'

- Raise the ask to \$500.
- Goal to get 100 people to contribute.

Ms. Minot commented that we have yet to surpass \$10,000.

Open Discussion about Fall Fundraiser:

Overview of past efforts, detailing last year's absence of an end-of-the-year mailer.

A strong Creative Message is needed. Suggest cutting 500 minutes. 100 people donating 500 dollars is a high bar.

Ms. Ginn leaves at 4:55

Ms. Minot updates on the 'Monday Morning Drop By' program.

A Great opportunity for networking between:

- Board Members
- Potential curators for art shows.
- Volunteers
- Graphic Designers
- General Experts.

Ms. Minot expressed an interest in The Workshop - a new program for FY24 - a centralized planning system listing all professional development workshops.

Fundraiser/ Campaign Discussion Resumes:

Ms. Anker: There could be more verbiage & explanation in the final version.

Ms. Minot: Could also be a flier distributed via Constant Contact.

Ms. Taube left at 5:00 pm.

Mr. Ivy and **Ms. Hancock** left at 5:02 pm.

Ms. Anker: For the board fundraiser, we suggested any amount, but we do want 100% participation. Small donations count, they empower artists and collectives to feel like they are contributing to the community.

Mr. Foltz left at 5:05 pm.

Meeting adjourned at 5:07pm.

Minutes by Mario Bermejo, edited by Ms Minot.

Creative Portland
Statement of Activity
Profit & Loss
Budget vs. Actual
 July through November 2022

	Jul - Nov 22	Full FY23 Budget	\$ Over Budget	% of Total Budget
Ordinary Income/Expense				
Income				
4100 · Operations (unrestricted)	30,862	73,750	-42,888	41.85%
4200 · Programs	35,307	121,700	-86,393	29.01%
4500 · Artist Relief Donations	10			
Total Income	66,178	195,450	-129,271	33.86%
Cost of Goods Sold				
5000 · Cost of Programs	58,136	116,700	-58,564	49.82%
5500 · Artist Relief Grants	8,000			
Total COGS	66,136	116,700	-50,564	56.67%
Gross Profit	43	78,750	-78,707	0.05%
Expense				
6000 · Marketing	963	19,900	-18,937	4.84%
6200 · Occupancy Expenses	3,675	10,279	-6,604	35.75%
6300 · Travel	-	2,596	-2,596	0.0%
6500 · Professional Services	4,966	20,085	-15,119	24.73%
6600 · Operating Expenses	4,378	16,090	-11,712	27.21%
Total Expense	13,982	68,950	-54,968	20.28%
Net Ordinary Income	(13,939)	9,800	-23,740	-142.24%
Other Income/Expense				
Other Income				
7000 · Other Income-Expense	21	-	21	100.0%
Total Other Income	21	-	21	100.0%
Net Other Income	21	-	21	100.0%
Net Income	(13,918)	9,800	-23,719	-142.02%

Creative Portland
Statement of Financial Position
As of November 30, 2022

	Nov 30, 22	Oct 31, 22	\$ Change	% Change
ASSETS				
Current Assets				
Checking/Savings				
1010 · Creative Portland Checking	65,970	69,853	(3,883)	-5.56%
1011 · GSB Savings 5265	50,290	50,036	254	0.51%
1015 · Petty Cash	484	484	-	0.0%
Total Checking/Savings	<u>116,744</u>	<u>120,373</u>	<u>(3,629)</u>	<u>-3.02%</u>
Other Current Assets				
12000 · Undeposited Funds	-	-	-	0.0%
Total Other Current Assets	<u>-</u>	<u>-</u>	<u>-</u>	<u>0.0%</u>
Total Current Assets	<u>116,744</u>	<u>120,373</u>	<u>(3,629)</u>	<u>-3.02%</u>
Fixed Assets				
1400 · Fixed Assets	<u>31,731</u>	<u>32,031</u>	<u>(300)</u>	<u>-0.94%</u>
Total Fixed Assets	<u>31,731</u>	<u>32,031</u>	<u>(300)</u>	<u>-0.94%</u>
TOTAL ASSETS	<u>148,475</u>	<u>152,404</u>	<u>(3,929)</u>	<u>-2.58%</u>
LIABILITIES & EQUITY				
Liabilities				
Current Liabilities				
Accounts Payable				
2000 · Accounts Payable	-	-	-	0.0%
Total Accounts Payable	<u>-</u>	<u>-</u>	<u>-</u>	<u>0.0%</u>
Other Current Liabilities				
2500 · Fiscal Sponsorship Liability	<u>22,598</u>	<u>22,598</u>	<u>-</u>	<u>0.0%</u>
Total Other Current Liabilities	<u>22,598</u>	<u>22,598</u>	<u>-</u>	<u>0.0%</u>
Total Current Liabilities	<u>22,598</u>	<u>22,598</u>	<u>-</u>	<u>0.0%</u>
Total Liabilities	<u>22,598</u>	<u>22,598</u>	<u>-</u>	<u>0.0%</u>
Equity				
3100 · Unrest'd Net Assets	139,795	139,795	-	0.0%
Net Income	<u>(13,918)</u>	<u>(9,989)</u>	<u>(3,929)</u>	<u>-39.34%</u>
Total Equity	<u>125,876</u>	<u>129,806</u>	<u>(3,929)</u>	<u>-3.03%</u>
TOTAL LIABILITIES & EQUITY	<u>148,475</u>	<u>152,404</u>	<u>(3,929)</u>	<u>-2.58%</u>

Creative Portland
Transaction Detail By Account
July through November 2022

	Date	Num	Name	Amount	Balance
4100 · Operations (unrestricted)					
4110 · Contribution Income					
4111 · Small Gifts					
	07/06/2022	202386	Kelley Sigovich	1.06	1.06
	08/08/2022	202389	Wendy Steinberg	257.78	258.84
	08/31/2022		Patricia W. Timpson	1,000.00	1,258.84
	09/01/2022	202393	Lindsay Hancock	51.80	1,310.64
	09/02/2022		Marical Inc	1,200.00	2,510.64
	09/06/2022		Lin Linsberger	500.00	3,010.64
	09/06/2022			40.00	3,050.64
	09/19/2022			285.00	3,335.64
	11/03/2022	202398	Diane Dahlke	257.78	3,593.42
	11/09/2022	202398	Kate Anker	515.24	4,108.66
	11/12/2022	202399	Dinah Minot Hubley	10.00	4,118.66
	11/12/2022	202399	Samantha Taube	100.00	4,218.66
	11/16/2022	202400	Matthew Schwach	257.78	4,476.44
	11/16/2022	202400	Howard Nusbaum	150.00	4,626.44
	11/21/2022	202401	Moirra Driscoll	51.80	4,678.24
	11/22/2022	202402	Matt Cascella	31.20	4,709.44
	11/22/2022	202402	Garvin Warner	206.28	4,915.72
	11/22/2022	202402	Julia Baugh	5.46	4,921.18
	11/28/2022	202403	Allen Brivic	25.00	4,946.18
	11/30/2022	202405	Dinah Minot Hubley	10.00	4,956.18
	11/30/2022	202405	Elizabeth Ross Holmstrom	250.00	5,206.18
	11/30/2022	202405	Erik Fiebert	257.78	5,463.96
	11/30/2022	202405	Dianne Webb	26.06	5,490.02
	11/30/2022	202405	Stephen Davis	26.06	5,516.08
	11/30/2022		Benay Enterprises, Inc.	250.00	5,766.08
Total 4111 · Small Gifts				<u>5,766.08</u>	<u>5,766.08</u>
Total 4110 · Contribution Income				<u>5,766.08</u>	<u>5,766.08</u>
4115 · Arts District TIF Funding					
	08/11/2022		City of Portland	<u>25,000.00</u>	<u>25,000.00</u>
Total 4115 · Arts District TIF Funding				<u>25,000.00</u>	<u>25,000.00</u>
4150 · Fiscal Sponsor Agent Fee					

Creative Portland
Transaction Detail By Account
July through November 2022

	Date	Num	Name	Amount	Balance
	07/05/2022	202387	Brenda Daly-Weiss	20.61	20.61
	07/06/2022	202386	Douglas Ginn	50.00	70.61
	08/08/2022	202391	Harry T. Wilks Family Foundation	25.00	95.61
Total 4150 · Fiscal Sponsor Agent Fee				95.61	95.61
Total 4100 · Operations (unrestricted)				30,861.69	30,861.69
4200 · Programs					
4205 · CP App - FFAW Mkt Income					
	08/02/2022		State Theater	750.00	750.00
	08/04/2022	202390	Janice Moore	50.00	800.00
Total 4205 · CP App - FFAW Mkt Income				800.00	800.00
4206 · Summer Stage Income					
	08/18/2022		Greater Portland Immigrant Welcome Center	1,200.00	1,200.00
	08/24/2022		Maine Arts Commission	5,000.00	6,200.00
Total 4206 · Summer Stage Income				6,200.00	6,200.00
4235 · Arts & Culture Summit Income					
	09/26/2022			1,307.24	1,307.24
Total 4235 · Arts & Culture Summit Income				1,307.24	1,307.24
4236 · AR Cultural App					
4236-1 · AR Cultural App Partnership Inc					
	09/19/2022		Give Clear Foundation - Blue Skies Fund	10,000.00	10,000.00
Total 4236-1 · AR Cultural App Partnership Inc				10,000.00	10,000.00
Total 4236 · AR Cultural App				10,000.00	10,000.00
4285 · Creative Bus Shelter Income					
	07/01/2022		City of Portland	7,500.00	7,500.00
Total 4285 · Creative Bus Shelter Income				7,500.00	7,500.00
4287 · Creative Bus 2 Income					
	10/13/2022		National Endowment for the Arts	9,500.00	9,500.00
Total 4287 · Creative Bus 2 Income				9,500.00	9,500.00
Total 4200 · Programs				35,307.24	35,307.24
4500 · Artist Relief Donations					
	07/06/2022	202386	Kelley Sigovich	9.55	9.55
Total 4500 · Artist Relief Donations				9.55	9.55
TOTAL				66,178.48	66,178.48



Clare E. Hannan

Vice President and Chief Operating Officer

channan@mainepublic.org

Clare is appreciated for her ability to balance strategic vision with fiscally responsible planning and execution. She is an operations and finance manager with over 25 years comprehensive experience in non-profit and for-profit environments. Clare has a broad background in financial management, human resource management, benefits administration, project and facilities management and contract negotiation.

Clare is a native Mainer from Bangor, who originally had intentions to settle out-of-state, but got to Portland and decided to call it home. She received her BA in Speech Communication from University of Maine, and her MBA from Boston University. Prior to working with Maine Public, Clare was Director of Finance and Operations at Portland Public Library. During her 17-year tenure there she served on the Building Committee and was Project Manager for its renovation, completed in 2010, and the largest jointly funded public/private project in Portland's history to date.

Her community service includes six years on the Board of Goodwill Industries of Northern New England, and involvement in parent-teacher organizations at Longfellow Elementary, Lincoln Middle and Portland High Schools.

In addition to her professional experience in finance and operations, she enjoys the performing arts, having spent time in dance studios both training and teaching in Central and Southern Maine. She has a keen appreciation for visual arts, particularly photography of architecture, landscapes and people. She truly enjoys working in public media, which integrates many of her passions.

Clare lives with her husband and son near Casco Bay in Portland.

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