



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

Board of Directors Meeting

Wednesday, February 8, 2023

3:30 PM

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.

VIA ZOOM LINK BELOW:

<https://portlandmaine-gov.zoom.us/j/84005075606?pwd=RFhzRThlSTJYTXZyanVldWYweVkwZz09>

Meeting ID: 840 0507 5606

Passcode: 282536

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AGENDA

- 1. Welcome and President's Comments**
- 2. Consent Agenda**
 - A. January Minutes - Attached
 - B. December Financials - Attached
ACTION: Vote to Accept Consent Agenda
- 3. FY2023 Work Plan and Budget - Attached for Reference**
 - A. See attached FY2023 Work Plan and Budget
- 4. Executive Director Update**
 - A. Monday Morning Drop By will resume February 6, 2023.
 - B. Open Call to Artists
 - Curatorial Team - Resilience Show
 - Submissions due March 10, 2023, for May 4, 2023, Resilience Show
 - C. Creative Portland App Update - Marketing Plan
 - D. Rough Draft Work Plan FY2024 - July 1, 2023 - June 30, 2024
- 5. Board Participation**
 - A. Hybrid Meetings?
 - B. City TIF Request Update
 - C. Board Openings and Opportunities Chart
 - Vacancies for a Lawyer and Fundraisers
 - Are you serving on a Committee?
 - D. Consider EXCOM Slate for 2023/24
- 6. Additional Board Thoughts and Share Circle**

Next Meetings: April 5, 2023; May 3, 2023; June 7, 2023 (vote on FY2024 Work Plan)

Minutes
Creative Portland Board Meeting
Remote Via Zoom
January 4, 2023

A remote meeting, via Zoom, of the Creative Portland (CP) Board of Directors was held at 3:30 p.m., Wednesday, January 4, 2023. Present from the Board were Board President Kate Anker, and Directors David Brenerman, Lindsay Hancock, Dinah Minot, Matt Schwach, Eliza Ginn, Daniel Minter, Gib Foltz, Herb Ivy, Anne McGuire, Tae Chong, and Councilor Andrew Zarro. Board Directors who could not attend included Kirstie Archambault, Maile Buker, Leah Igo, Zoe Sahloul, and Samantha Taube. City staff present included Mary Davis and Lori Paulette.

Item #1: Welcome and President's Comments.

President Anker welcomed all to the first Board meeting of the New Year.

Item #2: Consent Agenda:

a. November Minutes

b. November Financials

President Anker asked if there were any questions/comments on the Consent Agenda. Seeing none, Mr. Brenerman made a motion to accept the Consent Agenda, seconded by Ms. Ginn, and passed unanimously.

Item #3: Nominating Committee Update

a. Candidate Clare Hannan, COO, Maine Public

President Anker said that the Board's Nominating Committee is recommending the appointment of Claire Hannan to the CP Board of Directors. Ms. Minot added that, originally,

CP's Nominating Committee recommended she apply through the City for appointment to the CP Board, but, due to family issues, Ms. Hannan had to remove her name. She is now ready to join the Board if approved.

Mr. Foltz asked how many positions were vacant on the Board, and Ms. Minot indicated that to be 3 to keep the Board at 14-15 Directors. The Bylaws allow for up to 21.

On motion made by Mr. Minter, seconded by Mr. Chong, the Board voted unanimously to appoint Ms. Hannan to the Board. Ms. Hannan then joined the meeting.

Introductions were then made by all.

Item #4 and #5: FY2023 Work Plan and Budget; Executive Director Update

Ms. Minot described the "Creative Portland Marketing Wheel". Elements of that wheel include social media where CP has over 4,600 followers; CP hosting art shows at its offices; the CP app focus this year; First Friday Art Walk; Monday Morning Drop By at CP Offices; Arts and Cultural Summit hosting every other year; artists directory on the website, and all that the website has to offer.

Fall 2022 Board campaign to be extended. Ms. Minot & Ms Anker appreciated the Board's participation but still need four more to get to her goal of 100% participation. This is a good marketing tool to use out there to note 100% participation by the Board, no matter the amount. Councilor Zarro questioned how to donate online, and Ms. Minot noted where on the website this is located.

Program Assistant: The position is currently vacant as Mr. Bermejo has moved on. The job is multi-faceted and can be difficult to find the right match. Independent contractors will assist as needed in the interim, and the recent City sponsorship of \$25,000 helps to fund this.

Sponsorships for the App. Ms. Minot said that she will be focusing on higher level sponsorships for the CP App with one-on-one meetings, and recently had success with Greg Boulos. Visit Portland (VP) will be doing a communication to the area hoteliers to sponsor the app as it helps them as well, and Ms. Minot said that will follow-up with one-on-one meetings with that industry for their sponsorships.

Americans for the Arts. They are currently doing an in depth study and will assess the economic impacts of the creative economy on Portland, with results expected in 2024.

Mr. Chong asked about the impact of the CP App on local businesses, and Ms. Minot indicated that it takes one to three years for the metrics to show that data. It is anticipated that it will show the impact not only on Portland but the surrounding area and state. She requested that if/when anyone has any trouble with the App to let her know so that it can be fixed.

Mr. Chong asked about partners for the CP App, for example the Portland Food Map. Ms. Minot said, yes, there are many partners and syncing can be tricky but this is on her radar.

Bus Shelters. Ms. Minot indicated that the bus shelters projects were a success because of the many community partners involved. She hoped for more such projects.

FY2024 Plans. The FY2023 year is full, and FY2024 may include a Board retreat and will include a Summer Stage Series in Monument Square. At the February Board meeting, she will address the “Buddy System Board Outreach” program. CP’s first Art Show since the Pandemic will occur at its Free Street office the first of the FY2024, with “Resilience” the theme. An Open Call for artists will be forthcoming in the February newsletter..

President Anker said that it was great to hear about all of this, particularly for the new Board members. She asked about the Board’s experience with promotion of CP and the use of the App.

Mr. Ivy indicated that he is promoting the App, noting that it does take time for new apps to work appropriately and then show analytics.

Mr. Schwach noted that work needs to be done to get the App on peoples' radar, and that he has spoken with The Via Group and got them intrigued by it. This is a first step.

President Anker agreed, and more than one conversation will be needed with your networks to continue education and story-telling. It is a great tool, particularly for events.

Ms. Minot agreed; said we now have to focus on onboarding music and theater events.

Mr. Minter said that he has shared the app at Indigo and has asked people if there is anything they can connect and/or insert themselves into the App.

Item #6: Board Share

Mr. Minter noted that he is completing two exhibits, one in Rockland and the other at the Portland Public Library. He also noted that Indigo will be collaborating with the Smithsonian regarding African culture and history and the remains of transatlantic slave ships that are being uncovered in East Africa area and will keep the Board apprised.

Mr. Gib noted that he is going into his tax season, and will be doing small creative projects as he can.

Ms. Hancock said that the Bates Dance Festival will include Jazz musicians and dancers, to be held July 21 to 23, 2023. She also noted that the Public Art Commission will be a partner with the Parks Commission as it works on a new master plan to revitalize Riverton Trolley Park.

Mr. Brenerman said that he will be heading to Florida for the next couple of months and noted the active cultural scene in Sarasota. He was pleased that the Portland Symphony

Orchestra now has digital concerts. Lastly, as a Portland Public Library Board Director, the Library was very pleased with Mr. Minter's recent exhibit there.

Ms. Hannan said that she has been soaking this all in and just downloaded the App. She is looking forward to being a part of this Board.

Mr. Ivy said that there is a lot coming with concerts/tours and felt things were looking up for the upcoming season.

Ms. Anker agreed. This year is the 20th anniversary of Running With Scissors and she is planning for an alumnae reunion and resuming normal events.

Mr. Chong said that he is working on a project regarding growing ethnic herbs locally, and he also wanted to get back into storytelling on stage.

Ms. Minot added that she is looking to do some kind of walking or dance event for 12/31/2023 and will continue with obtaining sponsors for the App.

There being no further business, consensus was adjourned at approximately 5:08 p.m.

Respectfully, Lori Paulette

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

	Jul - Dec 22	Full FY23 Budget	\$ Over Budget	% of Total Budget
Ordinary Income/Expense				
Income				
4100 · Operations (unrestricted)	33,649	73,750	-40,101	45.63%
4200 · Programs	35,307	121,700	-86,393	29.01%
4500 · Artist Relief Donations	10			
Total Income	68,965	195,450	-126,485	35.29%
Cost of Goods Sold				
5000 · Cost of Programs	62,424	116,700	-54,276	53.49%
5500 · Artist Relief Grants	8,000			
Total COGS	70,424	116,700	-46,276	60.35%
Gross Profit	-1,459	78,750	-80,209	-1.85%
Expense				
6000 · Marketing	1,655	19,900	-18,245	8.32%
6200 · Occupancy Expenses	4,561	10,279	-5,718	44.37%
6300 · Travel	37	2,596	-2,559	1.44%
6500 · Professional Services	5,015	20,085	-15,070	24.97%
6600 · Operating Expenses	5,822	16,090	-10,268	36.18%
Total Expense	17,090	68,950	-51,860	24.79%
Net Ordinary Income	-18,549	9,800	-28,349	-189.27%
Other Income/Expense				
Other Income				
7000 · Other Income-Expense	25	-	25	100.0%
Total Other Income	25	-	25	100.0%
Net Other Income	25	-	25	100.0%
Net Income	-18,523	9,800	-28,323	-189.01%

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

	Dec 31, 22	Nov 30, 22	\$ Change	% Change
ASSETS				
Current Assets				
Checking/Savings				
1010 · Creative Portland Checking	63,302	65,970	(2,669)	-4.0%
1011 · GSB Savings 5265	50,294	50,290	4	0.0%
1015 · Petty Cash	484	484	-	0.0%
Total Checking/Savings	<u>114,080</u>	<u>116,744</u>	<u>(2,664)</u>	<u>-2.3%</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>114,080</u>	<u>116,744</u>	<u>(2,664)</u>	<u>-2.3%</u>
Fixed Assets				
1400 · Fixed Assets	<u>31,430</u>	<u>31,731</u>	<u>(300)</u>	<u>-0.9%</u>
Total Fixed Assets	<u>31,430</u>	<u>31,731</u>	<u>(300)</u>	<u>-0.9%</u>
TOTAL ASSETS	<u>145,510</u>	<u>148,475</u>	<u>(2,965)</u>	<u>-2.0%</u>
LIABILITIES & EQUITY				
Liabilities				
Current Liabilities				
Accounts Payable				
2000 · Accounts Payable	<u>1,640</u>	<u>-</u>	<u>1,640</u>	<u>100.0%</u>
Total Accounts Payable	<u>1,640</u>	<u>-</u>	<u>1,640</u>	<u>100.0%</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>24,238</u>	<u>22,598</u>	<u>1,640</u>	<u>7.3%</u>
Total Liabilities	<u>24,238</u>	<u>22,598</u>	<u>1,640</u>	<u>7.3%</u>
Equity				
3100 · Unrest'd Net Assets	139,795	139,795	-	0.0%
Net Income	<u>(18,523)</u>	<u>(13,918)</u>	<u>(4,605)</u>	<u>-33.1%</u>
Total Equity	<u>121,272</u>	<u>125,876</u>	<u>(4,605)</u>	<u>-3.7%</u>
TOTAL LIABILITIES & EQUITY	<u>145,510</u>	<u>148,475</u>	<u>(2,965)</u>	<u>-2.0%</u>

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