

CREATIVE PORTLAND

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

Board of Directors Meeting

Wednesday, April 5, 2023

3:30 PM

VIA ZOOM LINK BELOW:

<https://us02web.zoom.us/j/81457362003?pwd=Skg5bHhSRHpRME16WWlyTmdFaTlOUT09>

Meeting ID: 814 5736 2003

Passcode: meet

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AGENDA

1. **Welcome and President's Comments**
2. **Consent Agenda**
 - A. February Minutes Attached
 - B. March Financials to be provided.

ACTION: Vote to accept Consent Agenda
3. **Draft - FY2024 Work Plan and Budget**
 - A. See attached draft Work Plan
 - B. See attached Draft FY2024 Budget
4. **Executive Director Update**
 - A. Monday Morning Drop-By on April 3rd
 - B. First Friday Art Walk on April 7th
 - C. Creative Portland App Update: 3-Month Marketing Launch April 1st
 - D. Dinah has been invited by the American for the Arts (AFTA) to the Arts Advocacy Trip on Capitol Hill on April 18-19 for private meetings with Senator King, Senator Collins, and Rep. Pingree to advocate for NEA and NHC funding.
 - E. A public art project organized by CP is underway at East Bayside's [The Armature](#) condos and plaza.
 - F. Governor's Conference on Tourism was held on March 28 - [MOT stats](#) and [MaineBiz Article](#)
 - G. Theater community discussion to be held at CP on April 24th
 - H. "Resilience" Juried Art Exhibition - 17 artists have been selected for May 4th artist reception and FFAW May 5th opening.
5. **Board Participation**
 - A. Buddy System for App Engagement and Community Sponsorship
 - B. Program Captains
 - C. Advocacy for City Funding (Staff) and TIF Update for FY2024
 - D. Board Openings and Opportunities Chart
 - i. Vacancies for a lawyer and fundraisers
 - E. Consider EXCOM slate for 2023/2024
6. **Board Thoughts and Share Circle**

Next Meeting - May 3, 2023 - remote; June 6, 2023 in person Tuesday meeting with vote on FY2024 Work Plan

CREATIVE PORTLAND^{ME}

Board of Directors Meeting

Minutes

Wednesday, February 8, 2023

3:30-5:00pm via ZOOM

Note: Meeting was moved from February 1, 2023 to Feb 8, 2023

Attendees: Kate Anker, Matt Schwach, Daniel Minter, Clare Hannan, Samantha Taube, David Brenerman, Eliza Ginn, Gib Foltz, Herb Ivy, Kirstie Archembault

Staff: Dinah Minot, Mary Davis, Bobbie Pirruccello (minutes draft)

Absent: Andrew Zarro, Zoe Sahloul, Anne McGuire, Tae Chong, Maile Buker, Lindsay Hancock

Meeting began at 3:33pm

- **Welcome and President's Comments**
 - Ms Anker discussed challenges of being short-staffed.
 - Hope to hire a program assistant soon. Job position currently on hold for description re-evaluation and other issues.
- **Consent Agenda (January minutes)**
 - ACTION:** Vote to accept Consent Agenda
 - FIRST:** Mr. Brenerman
 - SECOND:** Ms. Hannan
 - VOTE:** Passed unanimously
- **FY23 Work Plan and Budget (attached for reference)**
- **Executive Director Update**
 - Marketing Wheel: Newsletter, website, cultural app, social media
 - Creative Portland App. Challenges in public launch. Short-staffed. No sales force. We have an outreach coordinator, but we don't have somebody helping with buying ad time and securing on-air spots.
 - Need to make sure the app is sustainable.
 - Buddy System: Board members can help to keep the excitement up in the community
 - Arts and Culture Summit: Biennial vs annual? Ms Minot is leaning toward every other year.
 - FFAW: The app is an extension of the FFAW
 - Board champions for each program? Everybody has a role. Beneficial for all board members to have skin in the game and a comprehensive understanding of programs and additional advocacy.

- Find places for board members to work to their strengths and promote/expand Creative Portland programs.
- Additional help is needed to market the app
- Discussion of Approved Work Plan and Mission Statement (in board slides). We plan to address draft of Work Plan 2024 today and again in April & May before June vote. Ms Minot shared board slides to discuss proposed programs.
- Monday Morning Drop By
 - New board members Matt and Clare attended the open house on Feb 6
 - Both Matt & Clare shared positive experiences.
 - Ms Minot mentioned guest speaker David Greenham, ED of Maine Arts Commission will attend March 6 MMDB and will offer grant advice.
- Grant Pursuits
 - Currently pursuing grant applications for Maine Arts Commission due Feb 10 and MCF due Feb 15. Challenging being short-staffed.
 - Ms Minot mentioned that the more we disburse or re-grant funds to organizations, the more eligible we will become to apply for national re-granting awards available through the NEA. She noted that we have some experience already under our belt with the Artist Relief Fund.
- Partnership Discussion
 - Ms Minot explained that Jeff Shaw approached her with an opportunity for CP to partner with MAMM and/or be one of the sponsors of RESURGAM, a music festival proposed for June 11 on eastern waterfront/Ocean gateway. She offered CP's marketing wheel and promotion of the event.
 - The conversation triggered last year's Resurgam event, held at Thompson's Point, when CP offered a LOS and also helped to secure some booking etc. We did not however receive a community partnership logo. This year, once again, we have capacity issues preventing us from participating as a co-presenter. The event is not on our FY23 Work Plan, but we could consider it for FY24 work plan. Nevertheless, the City Parks & Rec department is offering to co-present the event, which will still rely on city council approval.
 - Which city department should be promoting arts & cultural events? Several different departments?
 - Questions to consider: Should CP take the lead in vetting or approving public art requests (visual and performing arts)? After initial consideration, CP would pass on to appropriate departments to consider the permit requirements and city staff needs? What/who is the point of entry at the City for these requests?
 - Board members discussed varying opinions about being acknowledged for potential partnerships or co-presentations, when we do the work: i.e. offering Letters of Support, fiscal sponsorships,

in-kind services, booking services, etc. Otherwise, we can continue to promote all cultural events with no expectations for logo acknowledgement or recognition.

- Open Calls

- An Open call for RESILIENCE art exhibition was released to artists and on our website in the February newsletter. Another e-blast will go out on Feb 14th to all visual artists in our database.
- Clare Hannan will represent the board on the curatorial selection team. Other jurors include Dinah, Project Coordinator Jessica Myer, Kat Zagaria, USM Art Gallery, Diane Dahlke, artist & former MECA instructor, and Kifa Abdulla, artist.
- Another Open Call for AR experiences was also released, on a rolling application basis. Various smaller cultural orgs and smaller businesses will be approached to participate. A small team will select applicants to pursue the development of AR experiences. Ms Minot asked Ms Ginn if she would be willing to join that team and Ms Ginn said YES.

- TIF

- Upcoming HEDD discussion and plans to discuss the Tourism TIF, as well as the best timing for TIF increase requests from the board.
- Ms Minot mentioned that she put a line item in the department budget for at least a repeat of the 2022 25K allocation, which was an increase to our existing TIF that covers CP staff salaries and benefits. She also included funds for a heat pump and facade improvement.

- CP GALLERY

- Ms Minot invited the board to attend the next art exhibition opening. She asked Mr Foltz to share experiences of attending CP Gallery openings. He said they were packed and he enjoyed them. “All the Great Trees” was a great show with great energy, he said.
- Ms Minot explained that the artist reception for RESILIENCE will take place on May 4 and the public reception on First Friday, May 5.

- **Board Business**

- In person board meetings? Discussion.
- Kate and the board discussed two in-person meetings per year. Maybe more. But for now, it was agreed that the June meeting and the November annual meeting will be scheduled at Creative Portland, in person.
- The June meeting was changed due to schedule conflicts.
ACTION: Board members voted to change the June meeting date to Tuesday, June 6, 2023 from 3:30pm to 5pm. Unanimous thumbs up.
(note: not clear on first/second motions).
- Staff will send out a reminder about the change and the city website will also reflect the new time for the month of June only.
- Ms Anker clarified and asked Mary Davis about timing for board advocacy for the budget TIF consideration. Ms Davis said that she would get back to

Dinah & Kate.

- Ms Minot mentioned that November 1st will be the next vote for a new EXCOM officer slate. If board members are interested, pls discuss with Kate or Dinah.
- Ms Minot also mentioned that the board has vacancies, especially for a lawyer/legal advice and for fundraisers, if anybody has recommendations.

- **Board Share hosted by Ms Anker.**

- CMCA biennial is open, RWS member Holden is being represented
- Kirstie: Visit Portland site revamp
Kate: RWS site revamp & shared CP opportunities at RWS open house: spread the word about the app and MMDB
- MMDB: Indigo Arts open to the public or only to BIPOC community?
Daniel: If it's being advertised it's open to the public. IAA programming is often open to the public. Residencies and studios are closed.
- Dinah: Loquat shop working on a proposed block party during cinco de mayo. Intentional gathering.
- Next meeting is April 5. No board meeting in March.

Meeting Adjourned: 5:11pm

DRAFT - FY24 Work Plan

- Marketing Wheel
- First Friday Art Walk
- Summer Stage Series 2024
- Creative Bus Shelter - Bus Wrap Initiative
- AR Experiences Grant implementation
- Fiscal Sponsorship Program
- CP Gallery
- Creative Portland app- 50K
- Creative Bus Shelter Initiative
- Professional Development
- Art Ed & Workshops
- Theatre Row Initiative / Earmark Funding Pursuit
- Fundraising/Advancement
- Board Development, Governance
- Arts Advocacy Group

Creative Portland
DRAFT
Profit & Loss Budget Overview
July 2021 through June 2024

	Jul '21 - Jun 22	Jul '22 - Jun 23	Jul '23 - Jun 24
Ordinary Income/Expense			
Income			
4100 · Operations (unrestricted)			
4110 · Contribution Income			
4111 · Small Gifts	11,000	11,000	11,000
4112 · Board Challenge	7,000	7,000	5,000
4116 · Art Sale Contributions	750	750	600
Total 4110 · Contribution Income	18,750	18,750	16,600
4114 · Special Event	0	0	0
4115 · Arts District TIF Funding	100,000	25,000	25,000
4140 · Corporate Sponsorships	25,000	25,000	10,000
4150 · Fiscal Sponsor Agent Fee	10,000	5,000	2,000
Total 4100 · Operations (unrestricted)	153,750	73,750	53,600
4200 · Programs			
4205 · CP App - FFAW Mkt Income			
4205-2 · FFAW Income		0	5,000
4205-3 · Mkt Wheel Other Income		0	5,000
4205 · CP App - FFAW Mkt Income - Other	3,000	45,000	50,000
Total 4205 · CP App - FFAW Mkt Income	3,000	45,000	60,000
4206 · Summer Stage Income		0	25,000
4215 · Cultural Plan Income	0		
4220 · 2 Degrees Portland Income	0		
4225 · Hear Here Income	0		
4235 · Arts & Culture Summit Income	9,000	5,000	
4238 · Art Ed & Workshop Income		0	1,500
4239 · Theatre Row Income		0	2,500
4241 · Fundraising Advancement Income		0	50,000
4242 · Arts Advocacy Income		0	2,000
4245 · CP Gallery Income	0		
4270 · Grants & Foundations			
4275 · CP Grants	12,600	0	0
4270 · Grants & Foundations - Other	10,000	25,000	0
Total 4270 · Grants & Foundations	22,600	25,000	0
4285 · Creative Bus Shelter Income	40,000	44,500	0
4287 · Creative Bus 2 Income		0	0
4291 · Gathering Stones Income	7,500	0	
4295 · AEP6 Survey Income	0	2,200	0
Total 4200 · Programs	82,100	121,700	141,000
4500 · Artist Relief Donations		0	0
Total Income	235,850	195,450	194,600
Cost of Goods Sold			
5000 · Cost of Programs			
5020 · Event Expenses		0	0
5030 · Mkt Wheel - App Website FFAW			
5030-1 · FFAW Expense		0	5,000
5030-2 · Mkt Wheel Other Exp		0	5,000
5035 · Summer Stage	0	20,000	25,000
5030 · Mkt Wheel - App Website FFAW - Other	12,000	45,000	50,000
Total 5030 · Mkt Wheel - App Website FFAW	12,000	65,000	85,000

Creative Portland
DRAFT
Profit & Loss Budget Overview
July 2021 through June 2024

	Jul '21 - Jun 22	Jul '22 - Jun 23	Jul '23 - Jun 24
5070 · Cost Prog Arts & Culture Summit	9,000	5,000	
5080 · CP Gallery		0	500
5136 · AR Cultural App Expenses	57,000	0	0
5140 · Creative Bus Shelter Expenses	60,000	0	0
5142 · Creative Bus Shelters 2	0	44,500	23,000
5155 · Programs Open Acct	0	0	
5170 · Arts Messaging Cost			
5171 · Arts Messaging Cost -1099		0	0
5172 · Arts Messaging Install		0	0
Total 5170 · Arts Messaging Cost		0	0
5176 · Outdoor Programming	25,000	0	
5180 · Public Health Campaign 2 Exp		0	0
5185 · AEP6 Survey Expense	0	2,200	0
5186 · Prof Development Exp		0	1,000
5187 · Art & Ed Workshop Exp		0	1,500
5188 · Theatre Row Exp		0	2,500
5189 · Fundraising Advance Exp		0	5,000
5190 · Board Dev Gov Exp		0	2,500
5191 · Gathering Stones Program Exp	7,500	0	
5192 · Arts Advocacy Exp		0	2,000
Total 5000 · Cost of Programs	170,500	116,700	123,000
5500 · Artist Relief Grants			
5505 · Artist Relief Fund Expenses		0	0
5510 · Portland Artist Relief Fund		0	0
Total 5500 · Artist Relief Grants		0	0
Total COGS	170,500	116,700	123,000
Gross Profit	65,350	78,750	71,600
Expense			
Total 6000 · Marketing	42,000	19,900	25,750
Total 6200 · Occupancy Expenses	9,613	10,279	12,800
Total 6300 · Travel	2,596	2,596	3,000
Total 6500 · Professional Services	20,085	20,085	20,850
Total 6600 · Operating Expenses	11,940	16,090	15,290
Total Expense	86,234	68,950	77,690
Net Ordinary Income	-20,884	9,800	-6,090
Other Income/Expense			
Other Income			
7000 · Other Income-Expense			
7100 · Interest Inc		0	50
7200 · In-Kind Donations	47,000	32,000	0
7500 · Depreciation Expense			0
7900 · In-Kind Expenses	-47,000	-32,000	0
Total 7000 · Other Income-Expense	0	0	50
Total Other Income	0	0	50
Net Other Income	0	0	50
Net Income	-20,884	9,800	-6,040