

CREATIVE PORTLAND

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

Board of Directors Meeting

Wednesday, April 3, 2024

3:30 PM

Via Zoom Link Below

<https://us02web.zoom.us/j/83572200610>

Meeting ID: 835 7220 0610

--- One tap mobile

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 - +1 669 444 9171 US
- +1 669 900 9128 US (San Jose)
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For Public Comment:

To submit written public comment on an Agenda item, email programassistant@creativeportland.com. Submissions must be received by 12:00 p.m. the day before the Creative Portland Board meeting to guarantee their inclusion in the Agenda packet. All submissions must include the commenter's name and legal address. To help ensure

your comment is submitted for the correct item, please include the name of the Agenda item (see below).

AGENDA

1. Welcome and President's Comments

2. Consent Agenda

- A. February minutes - see attachment
- B. March financials - see attachment

3. Executive Director Update

- A. Monday Morning Drop By - March 4 (3 dozen attendees) & April 1st
- B. Time & Temperature - CP Gallery Open Call to artists - deadline extended to April 8 for submissions
- C. Maine Office of Tourism conference - curated mini Art Walk on April 24 3:30-5pm
MOT agenda includes:
3:30PM - 5:00PM: SELF-GUIDED CREATIVE PORTLAND ART WALK
In 2024, Creative Portland celebrates their 15th Anniversary of promoting and nurturing Portland's artistic talents and cultural assets. Download the Creative Portland app for a curated self-guided tour drawn from Portland's First Friday Art Walk monthly series. Stop off at Creative Portland's art gallery, 84 Free Street, to pick up a hard copy of the art walk's digital map. [Learn more...](#)
- D. CP Community engagement:
 - Resuming quarterly meetings with HEDD, Visit Portland, Portland Downtown, and Regional Chamber of Commerce 5/26
 - Boulos Beat (to be aired in May)
- E. Update meeting with City Manager & Mayor to secure \$200,000 investment in FY25 budget
- F. Bus Shelter Expansion Update - funding pursuit
- G. New Fiscal Sponsorship with 82 Parris Street Art Collaborative
- H. ROUGH Draft - 1st review of FY25 work plan: see attachment

4. Board Business

- A. Welcome Dawn Reshen-Doty, Lucy Comaskey, Greg Watson, and Regina Phillips to Board of Directors, City Councilor (ex-officio)
- B. 15th Anniversary Fundraising Appeal - Board Challenge (Holly)

5. Board Thoughts & Share Circle

Remaining FY24 Board Meetings:

May 1, 2024

June 19, 2024 (IN PERSON)

Creative Portland
Board of Directors Meeting Minutes
Wednesday, February 7, 2024, 3:30-5pm
Via Zoom

Attendance: *Board Members:* Kirstie Archambault, David Brenerman, Maile Buker, Anna Bullett, Lucy Comaskey, Eliza Ginn, Clare Hannan, Herb Ivy, Matt Schwach, Greg Watson

General Public: Michael Norris, George Rheault

Staff: Dinah Minot, Executive Director; Holly Taylor, Operations & Program Manager.

Absent: Kate Anker; Tae Chong; Gib Foltz; Lindsay Hancock; Daniel Minter; Dawn Reshen-Doty

Welcome and President's Comments:

- Co-president Herb Ivy, presiding over this meeting, welcomed everyone and noted that due to Dawn's absence, a full welcome of the four new Board members will occur at the next meeting.

Consent Agenda and Action Items:

- The board voted to approve the adjusted consent agenda, January minutes, and December and January Financials (January financials were circulated via email just prior to the meeting).
- First motion: Clare Hannan; second motion: Kirstie Archambault. Approved unanimously.

Director's Update:

- Monday Morning Drop By 2/5/24
 - Great turnout - over 30 attendees
 - Eli Cabañas, Grants and Website Manager at Maine Arts Commission, spoke about upcoming MAC grant opportunities
- Grant Pursuits Update
 - MAC Operations Grant - Creative Portland was not awarded any funding (applied for \$7.5K)
 - Review committee comments indicated they did not feel our work plan was flushed out enough-wanted more explanation despite narrative explanations of our programming

- Creative Portland had worked with Eli to prepare the application
 - Other larger organizations in Portland like the PMA did receive the funding, but Indigo Arts Alliance did not.
- Pursuing Maine Community Foundation and Onion Foundation opportunities this month
- Received Roy Hunt Grant (an annual contribution for 4 years)
- NEA ArtsHERE Grant outstanding application we should hear about in Mid-March (facilitated by NEFA) - grant purpose to increase organizational capacity to reach underserved populations
 - Creative Portland applied to produce wrap-around bus advertisements showcasing our Creative Bus Shelter Artists and their stories/vision
 - 5 out of 9 of the bus shelter artists are immigrants; hoping to cross language barriers via art
 - Makes an impact in the communities where the buses travel
 - GPCOG and Metro partnerships essential to project again
- Recent grant results may indicate that Creative Portland can't rely on local or state grants - hoping for better return on grant pursuit efforts by pursuing corporate sponsorships.
- First Friday Art Walk 2/2/24 - not usually huge turn out in the winter because of the cold weather
 - Dinah went to Portland Public Library's Best of 2023 Photos by the Portland Press Herald event and highly recommends visiting the exhibition in the Lewis Gallery at the Library
- Open Call to CP Gallery in March 2024
 - Initial Open Call has gone out
 - Curatorial team will decide on a theme this week
 - Curatorial team members: CJ Oppenhauser (Friends of Congress Square), Sadie Bliss (Maine Craft), Pamela Moulton (Hewnoaks), Maile Buker (CP), Ebenezer Akakpo, Dinah (CP) and Holly (CP)
 - Save the date! Artist Reception May 2nd; Public Opening May 3rd during First Friday Art Walk
 - Current show up in the gallery is RESILIENCE, showcasing 19 artists
 - Programming included a salon in October
 - Value of the gallery open call: we are reaching out and discovering new artists who have moved to Portland; CP is on the map if people are applying who we don't know already
- Arts and Culture Summit
 - Arts & Culture Summit - save the date for Sept. 24, 2024
 - Asking for Onion Foundation support to move away from in kind donations
- Maine Music Festival - postponed until Sept. 2025

- Sponsors need 9-12 months of brand recognition for their sponsorships, so worth it to wait
 - Considering Hear, Here! in Jan/Feb 2025 instead of the fall
- Arts in the Chamber - we want to bring it back!
 - Schedule meeting with City manager, Greg, and Anna to give update on our relationship with City now that we have split
 - Max Wilder is now the person coordinating Danielle's schedule
- Americans for the Arts - Dinah is representing the state of Maine in Washington as a Federal Arts Captain this year but she prefers to focus on Portland instead of statewide issues; has previously asked Maine Arts Commission to take on this role; Cultural Alliance of Maine is interested in helping. Dinah's national advocacy role will probably not continue if she can get a replacement.
- Maine Office of Tourism Governor's Conference - MOT approached Creative Portland to curate a mini art walk as part of the Governor's Conference on Tourism on April 24
 - CP will coordinate with ~10 arts and culture locations to between 3:30-5pm, along the route between conference locations;
 - Mini art walk will function like a self-guided tour, showcasing the app - first stop, Creative Portland (physical maps provided)
 - We will need docents/volunteers! We can get passes for the conference in return; could be a good volunteer opportunity for MECA students
- Upcoming Community Engagement opportunities for Creative Portland
 - USM - Dinah serving on the committee to discuss the future of the arts at USM, including the Crewe Foundation-funded arts center and expanding presence from Gorham into Portland
 - Portland Downtown vacancy crisis meeting at Mechanic's Hall - assembling stakeholders to discuss how we can fill downtown vacancies with creatives/artist ventures
- Staff Update
 - Bobbie's family medical situation has progressed so that she can no longer work for CP, timeframe indefinite; the team is very sad to see her go
 - Now hiring for a part-time Outreach Coordinator position through June FY24, renewable; hoping time table is not a deterrent for applicants
 - Possibility for the new hire to take on administrative tasks so that Holly is freed up to pursue managerial-level work reflected in her title
 - Three full-time staff are really necessary to fulfill essential functions of the organization
- Board Member Update
 - Dinah would like to send Daniel Minter a tree in sympathy for his sister's sudden passing

Board Business:

- New Board Member Welcome - as agreed, this will occur next meeting when all new members are present
- 15th Anniversary Funding Appeal
 - Annual giving campaign for individual donors - in February instead of the fall this year
 - Fall giving: we receive nominal amounts for Giving Tuesday campaign (\$13k in gifts to date) but not enough to move the needle
 - Opportunity to leverage our 15th Anniversary to remind community of our accomplishments and value and encourage them to give
 - Strategy includes:
 - Social Media Posts
 - Constant Contact eblast on 2/14 (Give Day!)
 - Print postcard with 15th Anniversary graphic sticker
 - Board engagement
 - **Call to Action:**
 - Identify 5 contacts
 - Share your contacts and their addresses with Holly
 - Give your contacts a call using talking points provided, ask them to give and share why you're excited about CP!
 - Holly will send your contacts a postcard to follow up
- Sponsorship Buddy System - reinstate this tactic to move beyond individual giving, and towards targeting businesses and larger orgs - to address capacity issue

Board Member Sharing/Wrap

- **Action items:** Holly will be in touch next week with 15th Anniversary Campaign action steps, and to get a headshot and bio from Board members if we don't have them on file
- Board members shared upcoming arts events that they are organizing, attending, or excited about
- Motion to Adjourn meeting. First motion: Maile Buker; second motion: Clare Hannan. Unanimously approved.

Meeting adjourned at 4:35pm

Minutes submitted by Holly Taylor on 2.08.24

Creative Portland
Statement of Activity
Profit & Loss
Budget vs. Actual
July through March 2024

	Jul - Mar 24	Full FY24 Budget	\$ Over Budget	% of Total Budget
Ordinary Income/Expense				
Income				
4100 · Operations (unrestricted)	117,446	247,600	-130,154	47.43%
4200 · Programs	13,437	75,000	-61,563	17.92%
4500 · Artist Relief Donations	-	-	-	-
Total Income	<u>130,884</u>	<u>322,600</u>	<u>-191,717</u>	<u>40.57%</u>
Cost of Goods Sold				
5000 · Cost of Programs	22,792	74,000	-51,208	30.8%
5500 · Artist Relief Grants	-	-	-	-
Total COGS	<u>22,792</u>	<u>74,000</u>	<u>-51,208</u>	<u>30.8%</u>
Gross Profit	<u>108,091</u>	<u>248,600</u>	<u>-140,509</u>	<u>43.48%</u>
Expense				
6000 · Marketing	6,462	7,250	-788	89.13%
6100 · Personnel	85,551	185,000	-99,449	51.65%
6200 · Occupancy Expenses	7,315	16,800	-9,485	43.54%
6300 · Travel	17	3,000	-2,983	0.58%
6500 · Professional Services	8,494	20,850	-12,356	40.74%
6600 · Operating Expenses	9,093	15,290	-6,197	59.47%
Total Expense	<u>116,933</u>	<u>248,190</u>	<u>-131,257</u>	<u>47.11%</u>
Net Ordinary Income	<u>-8,842</u>	<u>410</u>	<u>-9,252</u>	<u>-2,157.37%</u>
Other Income/Expense				
Other Income				
7000 · Other Income-Expense	50	51	-1	98.71%
Total Other Income	<u>50</u>	<u>51</u>	<u>-1</u>	<u>98.71%</u>
Net Other Income	<u>50</u>	<u>51</u>	<u>-1</u>	<u>98.71%</u>
Net Income	<u>(8,792)</u>	<u>460</u>	<u>-9,252</u>	<u>-1,909.7%</u>

Creative Portland
Statement of Financial Position
As of March 31, 2024

	Mar 31, 24	Feb 29, 24	\$ Change	% Change
ASSETS				
Current Assets				
Checking/Savings				
1010 · Creative Portland Checking	57,165	76,184	(19,019)	-25.0%
1011 · GSB Savings 5265	88,869	88,862	8	0.0%
1015 · Petty Cash	943	943	-	0.0%
Total Checking/Savings	<u>146,977</u>	<u>165,988</u>	<u>(19,011)</u>	<u>-11.5%</u>
Accounts Receivable				
1150 · Accrued Contribution Receivable	-	-	-	0.0%
Total Accounts Receivable	<u>-</u>	<u>-</u>	<u>-</u>	<u>0.0%</u>
Total Current Assets	<u>146,977</u>	<u>165,988</u>	<u>(19,011)</u>	<u>-11.5%</u>
Fixed Assets				
1400 · Fixed Assets	<u>38,801</u>	<u>39,102</u>	<u>(300)</u>	<u>-0.8%</u>
Total Fixed Assets	<u>38,801</u>	<u>39,102</u>	<u>(300)</u>	<u>-0.8%</u>
TOTAL ASSETS	<u>185,778</u>	<u>205,090</u>	<u>(19,311)</u>	<u>-9.4%</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>72,420</u>	<u>72,420</u>	<u>-</u>	<u>0.0%</u>
Total Other Current Liabilities	<u>72,420</u>	<u>72,420</u>	<u>-</u>	<u>0.0%</u>
Total Current Liabilities	<u>72,420</u>	<u>72,420</u>	<u>-</u>	<u>0.0%</u>
Total Liabilities	<u>72,420</u>	<u>72,420</u>	<u>-</u>	<u>0.0%</u>
Equity				
3100 · Unrest'd Net Assets	122,150	122,150	-	0.0%
Net Income	<u>(8,792)</u>	<u>10,520</u>	<u>(19,311)</u>	<u>-183.6%</u>
Total Equity	<u>113,358</u>	<u>132,670</u>	<u>(19,311)</u>	<u>-14.6%</u>
TOTAL LIABILITIES & EQUITY	<u>185,778</u>	<u>205,090</u>	<u>(19,311)</u>	<u>-9.4%</u>

DRAFT FY25 Work Plan

- Marketing Wheel (newsletter, app, social media)
- First Friday Art Walk
- Creative Portland app (as revenue stream)
- AR Experiences Launch
- Fiscal Sponsorship Program

(Maine Music Festival '25, Arts in Greenwood, 82 Parris & Portland Theater Festival)

- CP Gallery
- Arts & Culture Summit - Sept 24
- Fundraising/Advancement
- Board Development, Governance
- Summer Stage Series
- Theatre Row Initiative / Earmark Funding Pursuit
- Creative Bus Shelter - Bus Wrap Initiative
- Arts Advocacy Group

Orange highlight = as possible re budget, capacity and/or grant awards

