



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

Board of Directors Meeting

Wednesday, June 19, 2024

3:30 PM

IN PERSON

84 Free Street

Portland, ME 04101

AGENDA

1. **Welcome and President's Comments (Eliza Ginn presiding)**
2. **Consent Agenda**
 - A. May Minutes
 - B. May Financials
ACTION: Vote to accept Consent Agenda
3. **Executive Director Report**
 - A. Staff & Volunteer update
 - B. "Time & Temperature" CP Gallery
 - C. Monday Morning Drop By report on June 3rd
 - D. Arts & Culture Summit set for September 24, 2024
 - E. FY 25 Work Plan & Budget
ACTION: Vote to accept FY25 Work Plan & Budget
4. **Board Business**
 - A. Comments from the President
 - B. Board Sponsorship Outreach (Schwach & Brenerman)
 - C. Board Share
 - D. Next Board meeting to be discussed (July 17th or 24th)

Creative Portland
Board of Directors Meeting Minutes
Wednesday, May 1, 2024, 3:30-5pm
Via Zoom

Attendance: *Board Members:* Kate Anker, David Brenerman, Gib Foltz, Lindsay Hancock, Herb Ivy, Regina Phillips, Dawn Reshen-Doty, Matt Schwach, Greg Watson
Staff: Dinah Minot, Executive Director; Holly Taylor, Operations & Program Manager.
Absent: Kirstie Archambault, Maile Buker, Tae Chong, Lucy Comaskey, Eliza Ginn, Clare Hannan, Daniel Minter.

Welcome and President's Comments:

- Co-president Herb Ivy, presiding over this meeting, welcomed everyone.
- President Ivy expressed gratitude to CP staff for their work, especially on the monthly newsletter
 - Board Comments on the newsletter:
 - Best to keep letter portion short, and get straight to the informational sections
 - Could include a section with Board recommendations, as the CP Board represents a nice cross section of the community and it would be an opportunity for ambassadorship; this could also be good social media content

Consent Agenda and Action Items:

- May Financials were approved last meeting.
- Board voted to approve the April meeting minutes with one amendment: Page three under the discussion of a City Council workshop should read that new councilors join after December, not September.
- First motion: Lindsay Hancock; second motion: Dawn Reshen-Doty. Amended minutes approved unanimously.

Director's Update:

- Staff Update
 - Continuing search for "Marketing Wheel Coordinator/Outreach Coordinator" (working position title)
 - Ideal candidate qualities: Portland-centric, engaged in arts community naturally

- Position responsibilities: social media, graphic design, outreach to venues and private sector to secure partnership donations
- MOT Mini Art Walk Recap
 - Success of the initiative was in the new partnership with MOT and their donation; day-of participation in event was diminished by rain
 - Hosted Friends of the Kotschmar Organ and Museum of Beadwork in CP office to promote their work
 - Mini Art Walk locations included SPACE and Loquat Shop
 - Art Walk goers included representatives from Maine Life, Visit Portland, and Atlas Obscura
- Time & Temperature Exhibition
 - Opening artist reception is 5/2 from 5-7pm - the majority of the 16 exhibiting artists will be in attendance. Board members are invited to come by to help us celebrate the show!
 - Public Opening for the exhibition is during 5/3 First Friday; Lindsay Hancock and Herb Ivy volunteered to serve as Board presence in CP office during the reception
- MMDB
 - May Monday Morning Drop By is postponed due to staff conflicts
 - June 3rd is the last MMDB until after Labor Day
- Work Plan and Budget (note: Lindsay Hancock contributed to this portion of the minutes)
 - Work Plan remains the same as was presented April; Board will vote on the final plan in June
 - Open to Board's ideas about new programming, especially if new programming ideas come with dedicated funding
 - Dinah discussed the Creative Bus Shelter initiative as an example of new programming CP has implemented in the past
 - First Night/New Year's programming could be an idea
 - Question of sharing Creative Portland program processes with other entities? Norwalk Transit District has reached out asking if CP could share the artist agreements we used for our Creative Bus Shelter with them as they try to mount a similar project. Board was conflicted about best course of action:
 - Kate expressed the need to be a community convenor but that we should be careful about giving away details on an initiative that might compete with an NEA or other grant opp. Ongoing support or assistance to another vendor takes time and CP does not have the capacity.
 - While we are a community convener, how far does that community extend? Not necessarily nationally

- Would be great to receive credit for our role in assisting them - they could cite us in grant applications as resource, reference, or inspiration to help us gain more recognition
- CP has never shared talent releases/artist agreements before as they have not been reviewed by a lawyer; we are comfortable with them for our purposes but don't want to open ourselves to unnecessary scrutiny
- Regina likes sharing the concept through a conversation, or directing them to our website, but CP is under no obligation to give others specific files
- We have precedence for sharing best practices in conference form (Arts and Culture Summit)
- It would be great to have this be a revenue stream - can we ask for a donation for our help? Nonprofits cannot exchange a donation for an in-kind service
- If we do want to proceed in the consulting direction, we would want to give more time and thought to how we are going about it; perhaps better to hold on this until we have given it thought
- Gib thinks that this could be a distraction -- getting into the consultancy business. Do we know how to price the value of the information that we are offering? Time x experience = value
- We have also had people reach out to ask for assistance launching their own cultural apps modeled off ours
- Distinction between how we treat proprietary information, like the app, vs. the Bus Shelters which aren't necessarily proprietary or new ideas; would be ok to share Bus Shelter process informally in light of this
- Board encourages Dinah to make decision, part of the benefit of being a fully-fledged nonprofit is to have autonomy in decisions of how to share organizational information

Board Business

- Sponsorship Outreach
 - Solicitation letter template was shared in advance of the meeting
 - Board co-presidents Herb Ivy and Eliza Ginn propose establishing a sponsorship committee to address how we improve outreach; they will follow up one-on-one with Board members to gauge individual interest
 - Matt has been named as a critical member of the committee
 - Goal: raise \$60k in sponsorships or partnership donations for operating expenses/non-program-specific needs

- Board to raise \$30k, Dinah to raise \$30k in revenue from grants and private sector pursuits
- Who are the general managers of the hotels who are not already enlisted such as Press and Canopy? Dinah envisions a WEX or Rioux giving at the \$100,000 level to sustain operations
- Each Board member: secure possibility of \$500-\$1,000 donation
- Visit Portland has a TID fund that could potentially be tapped for \$30,000 in 2025 to help sustain the app. If so, we have one more fiscal year to get through as is
- Dinah talked about the time and effort that goes into relationship building for fundraising and there are only 2 staff members at CP. Need more city investment. Sustainability of Creative Portland should be on the Board's mind.
- Matt helped to develop the Sponsorship Template (thank you, Matt!)
 - Call to action: reach out to target organization you would feel comfortable representing Creative Portland to
 - Ask them for a meeting with Dinah - we just need an introduction
 - In the future, a part time outreach coordinator or development manager could help

Lindsay Hancock took over minute-taking for Holly Taylor at 4:30.

Share Circle:

Board members and Dinah shared recent or anticipated activities in the arts. Highlights included: Portland Stage previewing Angels in America with local actors- a first; Bluey at Portland Ovations; Childish at SPACE Gallery featuring local artists and sold out; First Friday: DOJO performing along with the Sanctuary Band in Congress Square; Portland Stage's recent production, Clive, about prison workers in a diner.

Additional arts community news: Good Theater is close to finding a new location but Dinah is not in a position to say publicly; Groundbreaking at Hill Arts has occurred but money has not been raised yet after 9 years of trying.

Next meeting is June 19th and there was a discussion about making it in person or remote.

Meeting adjourned at 5:00pm

Minutes submitted by Holly Taylor with support from Lindsay Hancock on 5.15.24

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

	Jul - May 24	Full FY24 Budget	\$ Over Budget	% of Total Budget
Ordinary Income/Expense				
Income				
4100 · Operations (unrestricted)	173,140	193,633	-20,493	89.42%
4200 · Programs	14,187	69,667	-55,479	20.37%
4500 · Artist Relief Donations	-	-		
Total Income	<u>187,328</u>	<u>263,300</u>	<u>-75,973</u>	<u>71.15%</u>
Cost of Goods Sold				
5000 · Cost of Programs	44,259	64,167	-19,908	68.98%
5500 · Artist Relief Grants	-	-		
Total COGS	<u>44,259</u>	<u>64,167</u>	<u>-19,908</u>	<u>68.98%</u>
Gross Profit	<u>143,069</u>	<u>199,133</u>	<u>-56,065</u>	<u>71.85%</u>
Expense				
6000 · Marketing	6,755	6,646	109	101.64%
6100 · Personnel	116,384	164,444	-48,061	70.77%
6200 · Occupancy Expenses	10,411	15,817	-5,406	65.82%
6300 · Travel	17	2,750	-2,733	0.63%
6500 · Professional Services	11,385	19,246	-7,860	59.16%
6600 · Operating Expenses	11,205	14,020	-2,815	79.93%
Total Expense	<u>156,157</u>	<u>222,923</u>	<u>-66,766</u>	<u>70.05%</u>
Net Ordinary Income	<u>(13,089)</u>	<u>(23,790)</u>	<u>10,701</u>	<u>55.02%</u>
Other Income/Expense				
Other Income				
7000 · Other Income-Expense	65	46	19	141.2%
Total Other Income	<u>65</u>	<u>46</u>	<u>19</u>	<u>141.2%</u>
Net Other Income	<u>65</u>	<u>46</u>	<u>19</u>	<u>141.2%</u>
Net Income	<u>(13,024)</u>	<u>(23,744)</u>	<u>10,720</u>	<u>54.85%</u>

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

	May 31, 24	Apr 30, 24	\$ Change	% Change
ASSETS				
Current Assets				
Checking/Savings				
1010 · Creative Portland Checking	53,344	25,042	28,303	113.0%
1011 · GSB Savings 5265	90,484	88,976	1,508	1.7%
1015 · Petty Cash	1,258	958	300	31.3%
Total Checking/Savings	<u>145,086</u>	<u>114,976</u>	<u>30,110</u>	<u>26.2%</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>145,086</u>	<u>114,976</u>	<u>30,110</u>	<u>26.2%</u>
Fixed Assets				
1400 · Fixed Assets	<u>38,200</u>	<u>38,501</u>	<u>(300)</u>	<u>-0.8%</u>
Total Fixed Assets	<u>38,200</u>	<u>38,501</u>	<u>(300)</u>	<u>-0.8%</u>
TOTAL ASSETS	<u>183,286</u>	<u>153,476</u>	<u>29,810</u>	<u>19.4%</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>74,160</u>	<u>72,640</u>	<u>1,520</u>	<u>2.1%</u>
Total Other Current Liabilities	<u>74,160</u>	<u>72,640</u>	<u>1,520</u>	<u>2.1%</u>
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Equity				
3100 · Unrest'd Net Assets	122,150	122,150	-	0.0%
Net Income	<u>(13,024)</u>	<u>(41,314)</u>	<u>28,290</u>	<u>68.5%</u>
Total Equity	<u>109,126</u>	<u>80,836</u>	<u>28,290</u>	<u>35.0%</u>
TOTAL LIABILITIES & EQUITY	<u>183,286</u>	<u>153,476</u>	<u>29,810</u>	<u>19.4%</u>