



PORTLAND DEVELOPMENT CORPORATION
Board Meeting

DATE: Wednesday, September 4, 2024

TIME: 3:30 PM

LOCATION:

Via Zoom Link Below:

<https://us02web.zoom.us/j/87120229682>

Meeting ID: 871 2022 9682

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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 & President's comments (Herb Ivy presiding)
2. Consent Agenda
 - a. July Meeting Minutes
 - b. July Financials
ACTION: Vote to accept Consent Agenda
3. Executive Director Update
 - a. September Newsletter

- b. 5th Arts & Culture Summit
 - i. Agenda & Panelists
 - ii. Registration is LIVE
 - iii. Volunteer opportunities
 - iv. Sponsorships/grant awards
- c. Gallery Update - Time & Temp
- d. Monday Morning Drop By will resume October 7th
- 4. Board Business
 - a. City's first TIF payment installment pending
 - b. Recap of Board Retreat & Fundraising strategies
 - c. Accepting nominations before October 4 Board Meeting
 - d. EXCOM nominees
 - e. Board Share
- 5. FY25 Board Meetings: October 2nd & November 6, 2024 and January 8, February 5, April 2, May 7 & June 4, 2025

Creative Portland
Board of Directors Meeting Minutes
Monday, July 15, 2024, 3:30-5pm
At Creative Portland

Attendance: *Board Members:* Herb Ivy, Kate Anker, Kirstie Archambault, David Brenerman, Eliza Ginn, Clare Hannan, & Matt Schwach

Staff: Dinah Minot, Walks Tall Keith, Kail Partin

Absent: Dawn Reshen-Doty, Gib Foltz, Lindsay Hancock, Tae Chong, Greg Watson, Councilor Regina Phillips and Daniel Minter

Official start: 3:10pm

Welcome:

- Dinah introduced Kails Partin (Part-time Community Outreach Coordinator) and Walks Tall Keith (Office Manager)
- Monday Morning Drop By will resume October 7, 2024
- Eliza will preside in October, and in November, Herb will take on the presidency. Eliza will go back on the board.
- Nothing needs to be voted on today.

FY25 Work Plan Discussion

Goal for today's meeting

1. Talk about the FY25 work plan, enhance/make suggestions to programs. I.e. How to improve First Friday (raise potential funds for a winter marketplace?)
2. Discuss sustainability opportunities for our organization: fundraising strategies and Board recruitment (Maile Buker's end of term, triggering a city-appointed vacancy in November).
3. App dissection & discussion of overall health/marketing plans for the app.

Brainstorming for program enhancement:

- How can we partner with Visiting Portland?
- Can we do a better job having our presence on other organizations' websites?
- We see lots of potential in the Winter Marketplace idea.

- At Kirstie's event Frontline, we discussed ways to enhance key players who could get in touch with large groups of people. We can bring these players together to let them know about the app and First Friday to get the word out.
- Discussed getting a booth at Maine Office of Tourism to advertise not only Creative Portland, but our app as well.
- We got a half page in the visitor guide.
- We don't have the funds to be signing up for ads and memberships. Creative Portland is a resource to this city!
- Portland Downtown, Chamber of Commerce, and City website all have links to our website but the goal would be to have a sales force team (we could use six people) going to hotels and information centers to get the word out about our app.
- We want to make sure all of our output is quality work.
- We talked about putting stickers for our app on utility boxes, murals, etc.
- Discussed QR code and access issues (ios vs android).
- The app goal is to have 2500 downloads by the end of the first year, second year 3500, and third year 5000 downloads.
- If the app is successful, other organizations will look to us as the model representation for how arts culture sectors can be promoted on new tech platforms.
- Easter Prom mural in the parking garage (as an example)... CP app should include this mural. Keep building and adding artwork and artist info. Let us know where you saw it and we can add it to our shared google files as well as our app.
- Kevin Kraft/Planning Dept wants to apply a link on city website to our free artist directory.
- Jetport discussion. Connect with Paul Bradbury about including them as a sponsor and even include a Creative Portland tour of the airport in exchange for advertising space for us.
- Other cross-promotion ideas. i.e. Creative Bus Shelter QR codes on the bus shelter vinyl plaques to our website.
- If we use instagram wisely, we can always use it to promote our app & website. We have linktree in our profile.
- Kail's objective is to post at least three days a week, First Friday stories, and events. Dinah finds that the most popular posts are onsite and reveal community engagement. Board may also send us things they want to be shared. Kail's email is cpapp@creativeportland.com
- Townsquare Media. Are we giving \$250 a month to an SEO campaign ? Can we do better? Dinah wants to end it or be presented with a report.
- 21K profit this year because we cut out the mobile Art Bus shelter project and the Summer Stage Series programs. Perhaps we could use that profit to

hire people as freelancers to help with app account/sales (although it will still show up as deficit on FY25 budget since we are on an accrual basis).

- Kirstie talked about advertising our organization with people she interacts with at Visit Portland. Dinah will do a presentation in November to Visit Portland partners.
- Talked about the importance of voting for politicians who are arts advocates.

Thoughts from our Community Outreach Coordinator:

- Kail thinks FFAW instagram should be transitioned to CP instagram.
- Kail talked about content - including educational content and integrating it on social media and including it in the virtual tours that people could see.

Volunteer

- Our volunteer, Ronnie Wilson, handed out Time and Temp. flyers at our First Friday Art Walk and people came to the gallery that same day holding the flyers. So they worked.
- Recruit more volunteers to pass out flyers for Time and Temperature.
- We want to hire people and have boots on the ground to get the word out about our organization.

Brainstorming for succession plan:

- We touched upon how we can fortify this board, sustain our organization, and prepare for succession when Dinah leaves.
- A lot of organizations have pivoted to the goal of having board members also handling fundraising.
- Last year's fundraising efforts with board support only reached a third of our goal of \$30,000.
- We want people who are not only passionate about what we're doing but will also have the relationships to be able to raise funds.
- Get people involved by understanding what our value is by showing economic impact results.
- Big question: "What do people want to fund?" Perhaps we need a shared pitch.
- one idea: Put together an audience presentation about Creative Portland and possibly having an event down at Ocean Gateway, as an example, to show people.
- Dinah said we hope to bring members of the private sector to the Arts and Culture Summit.
- Maybe we need to bring in more board members appointed by the board itself and not the city. Or at least vet candidates and recommend them to the City.

- Folks at TD Bank, possibility of one of them joining us as a member of the board, or perhaps they might know some people with backgrounds in fundraising that they could put us in touch with.
- Mentioned Aaron, the musicologist at Maine Public who expressed an interest in being a board member.

Advancement - Fundraising Strategies

- Discussed our directory of law firms and retirees as a source of donations and sponsorship.
- In terms of raising money, we discussed focusing on funding programs as opposed to the organization. First Friday is a great one. We could give corporate sponsorship to businesses.
- For a naming sponsorship, possibly consider \$20,000.
- Some folks are coming in for a meeting to possibly give us money for our Mobile Art Expansion project.

Final thoughts

- The goal for the board is to help with board recruitment. Go out into the world and look for donations and new board members. Find candidates who are good networkers, have experience in fundraising and have connections. We need a lawyer as well.

Our next board meeting will be held on September 4, 2024

Meeting adjourned at 4:55pm

Minutes submitted by Walks Tall Keith.

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

	Jul - Jul 24	Full FY25 Budget	\$ Over Budget	% of Total Budget
Ordinary Income/Expense				
Income				
4100 · Operations (unrestricted)	-	242,300	-242,300	0.0%
4200 · Programs	-	45,000	-45,000	0.0%
Total Income	-	287,300	-287,300	0.0%
Cost of Goods Sold				
5000 · Cost of Programs	2,033	47,500	-45,467	4.28%
Total COGS	2,033	47,500	-45,467	4.28%
Gross Profit	-2,033	239,800	-241,833	-0.85%
Expense				
6000 · Marketing	145	7,250	-7,105	2.01%
6100 · Personnel	9,405	170,900	-161,495	5.5%
6200 · Occupancy Expenses	476	7,800	-7,324	6.1%
6300 · Travel	0	3,000	-3,000	0.0%
6500 · Professional Services	1,169	34,600	-33,431	3.38%
6600 · Operating Expenses	669	15,290	-14,621	4.38%
Total Expense	11,864	238,840	-226,976	4.97%
Net Ordinary Income	(13,898)	960	-14,858	-1,447.74%
Other Income/Expense				
Other Income				
7000 · Other Income-Expense	8	50	-42	15.31%
Total Other Income	8	50	-42	15.31%
Net Other Income	8	50	-42	15.31%
Net Income	(13,890)	1,010	-14,900	-1,375.26%

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

	Jul 31, 24	Jun 30, 24	\$ Change	% Change
ASSETS				
Current Assets				
Checking/Savings				
1010 · Creative Portland Checking	69,660	86,257	(16,597)	-19.2%
1011 · GSB Savings 5265	90,499	90,491	8	0.0%
1015 · Petty Cash	1,258	1,258	-	0.0%
Total Checking/Savings	<u>161,417</u>	<u>178,007</u>	<u>(16,590)</u>	<u>-9.3%</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>161,417</u>	<u>178,007</u>	<u>(16,590)</u>	<u>-9.3%</u>
Fixed Assets				
1400 · Fixed Assets	<u>37,599</u>	<u>37,900</u>	<u>(300)</u>	<u>-0.8%</u>
Total Fixed Assets	<u>37,599</u>	<u>37,900</u>	<u>(300)</u>	<u>-0.8%</u>
TOTAL ASSETS	<u>199,016</u>	<u>215,906</u>	<u>(16,890)</u>	<u>-7.8%</u>
LIABILITIES & EQUITY				
Liabilities				
Current Liabilities				
Accounts Payable				
2000 · Accounts Payable	-	3,000	(3,000)	-100.0%
Total Accounts Payable	<u>-</u>	<u>3,000</u>	<u>(3,000)</u>	<u>-100.0%</u>
Other Current Liabilities				
2500 · Fiscal Sponsorship Liability	69,382	69,382	-	0.0%
Total Other Current Liabilities	<u>69,382</u>	<u>69,382</u>	<u>-</u>	<u>0.0%</u>
Total Current Liabilities	<u>69,382</u>	<u>72,382</u>	<u>(3,000)</u>	<u>-4.1%</u>
Total Liabilities	<u>69,382</u>	<u>72,382</u>	<u>(3,000)</u>	<u>-4.1%</u>
Equity				
3100 · Unrest'd Net Assets	143,524	122,150	21,374	17.5%
Net Income	<u>(13,890)</u>	<u>21,374</u>	<u>(35,264)</u>	<u>-165.0%</u>
Total Equity	<u>129,634</u>	<u>143,524</u>	<u>(13,890)</u>	<u>-9.7%</u>
TOTAL LIABILITIES & EQUITY	<u>199,016</u>	<u>215,906</u>	<u>(16,890)</u>	<u>-7.8%</u>