

CREATIVE PORTLAND

84 Free Street | Portland, ME | 04101 | 207-370-4784

Board of Directors Meeting
Wednesday, September 3, 2025
3:30 PM
Via Google Meet

<https://meet.google.com/ksu-brdm-xfs?hs=224>

AGENDA

1. **Welcome and President's Comments**

- A. Consent Agenda: July financials & minutes
VOTE: to accept consent agenda

2. **Executive Director Update**

- A. Arts District Banner Update
- B. FFAW - Sept 5 - 40+ participants - Ideal Maine (Social Aid Sanctuary) Band
- C. Maine Music Weekend Festival (Sept 5-7, 2025)
- D. Hear Here 3 UPDATE (9/7 - Board attendance/volunteers)
- E. Arts Activation Fund (5k balance)
- F. Fiscal Sponsorship Request - Maine Tech Week October 21-23 - Liam Sullivan
- G. Grant Pursuit - Amazon-sponsored grant through GP Regional Chamber - due Sept 11
- H. Justin Alford - 92 Parris Street building/lot - CP application discussion

3. **Board Business**

- A. Sponsorship plan & update for FFAW
- B. Governance & Board Recruitment
 - i. Recommendations for Board/update
- C. Board Share

4. **FY26 Board Meeting Dates: October 1, Nov 5 (annual mtg), January 7, 2026, Feb 4, April 1, May 6, and June 3.**

Creative Portland Board Meeting Minutes (short version)
Wednesday, July 23, 2025 (via zoom)

Attendance:

Board Members:

Kate Anker (Immediate Past President), Tae Chong, Lucy Comaskey (AI), Gib Foltz, Lindsay Hancock, Clare E. Hannan (Vice President), Herb Ivy (President), Zsofia McMullin, Dinah Minot (Assistant Secretary), Daniel Minter, and Matt Schwach (Secretary), Greg Watson (ex officio)

Absent: Kirstie Archambault, David Brenerman, Eliza Ginn, Councilor Regina Phillips (ex officio), Dawn Reshen-Doty (Treasurer)

Staff: Dinah Minot, Walks Tall Keith

Board Meeting Summary

1. Welcome & President's Comments (3:33pm)

Herb Ivy called the meeting to order and welcomed attendees.

2. Consent Agenda (3:35pm)

June Minutes, June Financials

Action: Vote to approve the Consent Agenda:

Motion first by Clare and seconded by Gib.

Unanimously approved.

Dinah explained that although we show a \$7500 profit for FY25, since we operate on an accrual basis, there will be FY26 expenditures on upcoming programs, with funds raised from the previous fiscal year.

3. Executive Director Update (3:35pm - 4:50pm)

First Friday Art Walk

- FFAW will resume on August 1, 2025 with over 30 orgs and 50-60 street vendors from all all over the state.
- We did not have an official art walk on July 4 due to the holiday.

Arts District Banner Update

- Reviewed current version of the banner map.
- We shared the current version of the press release.
- Creative Portland met with Portland Downtown to discuss banner placement.
- We are very grateful to PMA for sponsoring this project.
- We are very close to a greenlight and ordering the banners.

Arts Activation Fund

- We currently have \$5,000 in the fund but will wait till we raise 15K total to activate a plan

Maine Music Weekend Festival / Hear, Here III

- Soft launch to focus on the local arts ecosystem. Year 1 as a Maine Music Weekend Festival will promote music clubs & venues in Portland, much like the Restaurant Week promotion.
- Maine Music Weekend Festival will support the goal of 1/3 of each local venue for community passes.
- Hear, Here III (culmination of the Maine Music Weekend Festival) produced by CP will take place at Merrill Auditorium on Sept 7, 2025.
- We would like the board to attend. Everyone gets two comp tickets.
- We will be asking for other sponsors.
- Goal: 1/3 of room will be community passes. Of those passes, 5/8 will be underserved populations.
- Goal: 700+ audience
 - Ticket sales proceeds will benefit an account for Hear, Here IV, or for more Arts Activation programming.
- The after party will be at SPACE plus SPACE board will attend to celebrate their 10 year anniversary.
- [Hear, Here 3/ tickets are on sale now at PortTix.](#)
 - \$20-\$30
- Establish a sales force of volunteers to offer blocks of tickets to different orgs.
- We will be introducing our AR Markers at Hear, Here 3 in the programs.
- Maine Music Weekend Festival draft map (photo and video versions) shared

Grant Pursuits

- The Maine Office of Tourism denied our Enterprise Marketing Grant for the Creative Portland App for \$10,000.
 - Dinah spoke with them and they may reconsider and give us a grant from an alternative source of funding. They didn't realize that the app takes a few years to get off the ground.
- Maine Arts Commission (MAC) denied our Organization Grant pursuit in the fall.
- We applied for a second creative communities MAC grant in the spring to put up two more Creative Bus Shelters. Did not receive award.
- MAC is considering us for another grant next year.
- In the works:
 - Levitt Music Series grant for music / temporary street closure on Free Street in front of PMA. Invitation for Round 2 pursuit will be announced around August 6.

Sponsorship Deck

- Draft of Sponsorship Deck for First Friday Art Walk presented by Herb and Matt.
 - Stats include:
 - Over 30 participating galleries & exhibition sites
 - Over 3000 visitors
 - Up to 100 street vendors
 - Sponsorships Types:
 - Naming Rights (\$7,500 - \$10,000)
 - Sponsors would need on site visible logo and presence on our map & newsletter.
 - Consider pop-up events at Creative Portland Gallery for sponsors to create their own events.
 - Experiential Event (\$2,500)
 - Branded swag
 - Different art walk “experiences”
 - Branded Art Walk Shuttle
 - Branded/interactive public mural
 - “Pop Up” or “Targeted” Sponsor (\$500)
 - Tae suggested Spring & Summer / Fall & Winter season sponsorships.
 - Detailed amount of exposure / demographic for each package.
 - Work with The Chamber to promote First Friday Art Walk at Eggs & Issues meetings. They may be able to help us get sponsors.

Staff

- The CP App / Outreach Coordinator we hired did not work out due to scheduling conflicts. We are back to hiring for this position.

4. Board Business & Board Share (4:50pm – 5:05pm)

- Kirstie is leaving Visit Portland. Hopefully the marketing director at Visit Portland will be her replacement to join our board.
- Board members will continue looking for new recruits. They will pass their information to Herb and Dinah. ExCom will be involved in vetting.
- In October we will present nominees/candidates for the board. our board.
- [Print Jam](#) this Saturday from 10am - 5pm at Running With Scissors.

Next Board Meeting: September 3rd, 2025 at 3:30pm.

Motion to Adjourn: Lindsay

Seconded by: Clare

Unanimously approved.

Meeting Adjourned: 5:05pm

Meeting minutes submitted by Walks Tall Keith.

Creative Portland Statement of Activity Profit & Loss Budget vs. Actual July through July 2025

	Jul 25	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
4100 · Operations (unrestricted)	5,052	250,300	-245,249	2.02%
4200 · Programs	-	121,500	-121,500	0.0%
Total Income	<u>5,052</u>	<u>371,800</u>	<u>-366,749</u>	<u>1.36%</u>
Cost of Goods Sold				
5000 · Cost of Programs	147	120,000	-119,853	0.12%
Total COGS	<u>147</u>	<u>120,000</u>	<u>-119,853</u>	<u>0.12%</u>
Gross Profit	<u>4,904</u>	<u>251,800</u>	<u>-246,896</u>	<u>1.95%</u>
Expense				
6000 · Marketing	337	7,250	-6,913	4.65%
6100 · Personnel	12,500	175,900	-163,400	7.11%
6200 · Occupancy Expenses	573	7,800	-7,227	7.35%
6300 · Travel	0	3,000	-3,000	0.0%
6500 · Professional Services	2,468	34,600	-32,133	7.13%
6600 · Operating Expenses	950	15,290	-14,340	6.21%
Total Expense	<u>16,828</u>	<u>243,840</u>	<u>-227,012</u>	<u>6.9%</u>
Net Ordinary Income	<u>(11,924)</u>	<u>7,960</u>	<u>-19,883</u>	<u>-149.8%</u>
Other Income/Expense				
Other Income				
7000 · Other Income-Expense	8	60	-52	13.95%
Total Other Income	<u>8</u>	<u>60</u>	<u>-52</u>	<u>13.95%</u>
Net Other Income	<u>8</u>	<u>60</u>	<u>-52</u>	<u>13.95%</u>
Net Income	<u>(11,915)</u>	<u>8,020</u>	<u>-19,935</u>	<u>-148.57%</u>

Creative Portland
Statement of Financial Position
As of July 31, 2025

	Jul 31, 25	Jun 30, 25	\$ Change	% Change
ASSETS				
Current Assets				
Checking/Savings				
1010 · Creative Portland Checking	84,610	94,911	(10,301)	-10.9%
1011 · GSB Savings 5265	98,592	98,584	8	0.0%
1015 · Petty Cash	1,858	1,558	300	19.3%
Total Checking/Savings	<u>185,060</u>	<u>195,053</u>	<u>(9,993)</u>	<u>-5.1%</u>
Other Current Assets				
1220 · Other Receivable	-	-	-	0.0%
Total Other Current Assets	<u>-</u>	<u>-</u>	<u>-</u>	<u>0.0%</u>
Total Current Assets	<u>185,060</u>	<u>195,053</u>	<u>(9,993)</u>	<u>-5.1%</u>
Fixed Assets				
1400 · Fixed Assets	33,993	34,294	(300)	-0.9%
Total Fixed Assets	<u>33,993</u>	<u>34,294</u>	<u>(300)</u>	<u>-0.9%</u>
TOTAL ASSETS	<u><u>219,054</u></u>	<u><u>229,347</u></u>	<u><u>(10,293)</u></u>	<u><u>-4.5%</u></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				
2100 · Payroll Liabilities	5,674	-	5,674	100.0%
2500 · Fiscal Sponsorship Liability	75,758	79,809	(4,052)	-5.1%
Total Other Current Liabilities	<u>81,431</u>	<u>79,809</u>	<u>1,622</u>	<u>2.0%</u>
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Equity				
3100 · Unrest'd Net Assets	149,538	143,524.36	6,013	4.2%
Net Income	-11,915	6,013.43	(17,929)	-298.1%
Total Equity	<u>137,623</u>	<u>149,538</u>	<u>(11,915)</u>	<u>-8.0%</u>
TOTAL LIABILITIES & EQUITY	<u><u>219,054</u></u>	<u><u>229,347</u></u>	<u><u>(10,293)</u></u>	<u><u>-4.5%</u></u>