



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

Board of Directors Meeting
Wednesday, September 4, 2019
3:30 PM
84 Free Street

AGENDA

1. Welcome and President's Comments

2. Consent Agenda

- A. June 5, 2019 draft meeting Minutes for approval.
- B. June 26, 2019 draft meeting Minutes for approval.
- C. FY19 Year End Financials.
- D. Executive Director's Report

ACTION: Vote to Accept Consent Agenda

3. Executive Director Update and Discussion

- A. Cultural Plan Work Groups
 - i. Branding Initiative
- B. Grant Update
- C. Creative Bus Shelter Initiative
- D. Maine Suffrage Centennial Daffodil Project & November First Friday Art Walk
- E. Hear Here 2020 Update
- F. Fall Campaign and Board Challenge
- G. Annual Meeting of the Corporator - November 4 (TBC)

4. CP Structure: Discussion of options to be decided by December 31.

5. CP Board Development

- A. City Vacancies Advertised on City Website

- B. Nominations for Slate of Officers
- C. Portland Public Art Committee Board Rep

FY20 Board Meeting Upcoming Dates:

October 2

November 6

January 8 (in lieu of January 1)

February 5

March 4

April 1

May 6

June 3

Creative Portland Board Minutes

June 5, 2019

Creative Portland Office

84 Free Street

Board In Attendance: Greg Mitchell, Gib Foltz, Nicole Barna, Brian Marshall, Lisa Bloss, David Brenerman, Kate Anker, Mufalo Chitam, Raffi Der Simonian, Gerard Salvo (phone)

Staff in Attendance: Dinah Minot, Emily Southard

Audience: n/a

Meeting called to order 3:37pm

Welcome & President's Comments

Mr. Brenerman welcomed the board and reported that the City agreed to keep staff on their payroll for another 6 months (July 1 - December 31). He added that a discussion about the structure of the organization would take place at the next board meeting.

Consent Agenda

Mr. Foltz gave a brief overview of the financial report through April.

Motion to Approve Consent Agenda

First: Ms. Barna; Second: Mr. Mitchell

No further discussion

Vote: Unanimous

Executive Director Update

Portland Arts & Culture Summit - June 18 at Ocean Gateway

- Expecting approximately 200 artists and arts & culture leaders
- Panelists include city staff, best practice consultants, politicians, business leaders
- Panelists and topics reflect cultural plan, which in turn reflects the community
- New sponsors: Thompson's Point, Live + Work in Maine, Cove Street Arts
- A successful event will include engaged topic discussions and work group sign-ups

Creative Bus Shelters

- The National Endowment for the Arts has approved the application for Phase 1 of the Creative Shelters project. There will be 4 expressive shelters created in this phase of the project.
- Creative Portland will receive disbursement and be responsible for followthrough.

- A curatorial team representing the lead partners (CP, METRO, & GPCOG) and other sponsors and arts organizations will oversee the project, including selection of artists through an open call process. Zoe Miller from GPCOG will be the project manager.

New Partnerships

- Bayside Bowl - Hear Here sponsor, will host a screening of the concert film on their rooftop on July 8
- Cove Street Arts - Grand Opening last Saturday, project of Kelley Lehr and John Danos from Greenhut Galleries

Creative Communities Exchange

- Staff is presenting at New England Foundation for the Arts' Creative Communities Exchange June 6-7 in Montpelier VT on "How to Engage the Community in a Cultural Planning Process."

Other Business

- Mr. Brenerman was featured in Maine Senior Magazine
- Rock Row: New sponsor in exchange for Creative Portland connecting them with local artists and makers

FY20 Workplan and Budget Discussion

- Ms. Minot presented her draft workplan and budget for fiscal year 2020, organized in terms of mission alignment. The draft was already reviewed by the Executive Committee, who suggested the format and approved the plan.
- Mr. Foltz noted that this structure of the budget provides a very realistic way to look at income and expenses of all programs. He noted that it does not address the ongoing payroll considerations.

Motion to Approve Workplan and Budget for Fiscal Year 2020

First: Ms. Anker; Second: Mr. Foltz

No further discussion

Vote: unanimous

Other Business

- First Friday Art Walk - June 7
- Prepare for organizational structure discussion at June 26 board meeting
- Further discussion of upcoming Arts & Culture Summit

Adjourned 4:45pm

Minutes respectfully submitted by Emily Southard

Creative Portland Board Minutes

June 26, 2019

Creative Portland Office

84 Free Street

Board In Attendance: Peter Bass, Gerard Salvo, Greg Mitchell, Gib Foltz, Kate Anker, Mayor Ethan Strimling, Brian Marshall (phone)

Staff in Attendance: Dinah Minot, Emily Southard

Audience: n/a

Meeting called to order 3:39pm

Welcome & President's Comments

Ms. Anker presiding as Mr. Brenerman is out sick.

Consent Agenda

There was not a quorum present, so there was no vote taken to accept the consent agenda.

Executive Director Update & Discussion

Portland Arts & Culture Summit

- Ballot survey and feedback was almost exclusively positive
 - Positive reinforcement of community relationship building
 - Many noted an all-day event of this design was too long
 - Steering committee meeting scheduled for July 10 to discuss feedback and look ahead to next year
- 4 board members participated as panelists
- Work group signups to continue pursuing priority objectives
- Minutes are available to all attendees
- Need to continue to cultivate relationships with city councilors, reinforce value of arts and the creative economy

CCX NEFA Recap

- CP led a workshop titled "How to Engage the Community in a Cultural Planning Process," presentation was mentioned in other workshops and conversations throughout the conference
- Found other workshops interesting and inspiring, especially Northampton Community Arts Trust

Grant Update

- Did not receive award from Maine Office of Tourism: review panel wanted more information about overnight stays, will reapply next year

Hear Here Premier Film Screening - Bayside Bowl rooftop

- July 8th at 8pm
- \$10 general admission, free for cast, crew, and board
- Funds raised will go into Hear Here 2020 budget
- Film might run on public access in the future

Burundi Drum, Dance & Culture Festival - Brick South at Thompson's Point

- June 28 from 6-9pm
 - July 27 preview launch party at Indigo Arts Alliance
- First Burundian drum festival in the USA
- In-kind services donated by Brick South, Headlight AV, Halo at the Point, Portland Media Center

Upcoming Events

- Cinema Cuisine Confidences from Quebec, September 22-23

Options for CP Structure: Discussion

Options presented:

1. Operate under current quasi-governmental structure and absorb benefits and payroll
2. Become part of a department at City Hall that already exists
3. Propose an arts department at City Hall

Creative Portland was created following the Creative Economy Steering Committee Report of 2008, which recommended the creation of an arts-centric organization to assist economic development, funded by seed money from the city, and as such the organization was formed out of the office of Economic Development.

Interest was expressed in the model of Burlington City Arts (BCA) in Burlington, VT, a hybrid model consisting of a city department with city employees and a separate nonprofit with a board of directors. The city of Burlington covers their staffing costs and overhead, and BCA's Board of Directors raises money to cover program costs. BCA encompasses CP's role in addition to overseeing public art, festivals, and arts education, and receives \$1 million from the city budget and raises a match through their 501(c)3 to do so (Portland invests approximately \$200,000 in CP and the Portland Public Art Committee combined). It took BCA a long time to arrive at where they are now, and the process was not smooth.

Another proposed model was that of the Portland Development Corporation, which has an 11 member Board of Directors that is appointed by the city council and maintains no staff (work is done by the Economic Development Department). Mr. Mitchell serves as their officer but has no decision authority.

Concerns raised about being part of the city:

- Where would funding come from? Ability to raise outside funds beyond the city budget if purely a city department.
- Decrease in decision-making authority and autonomy.
- View of arts community as a “city” agency and advocacy org
- Limitations of fundraising capacity with a city-appointed board

Board members suggested examining multiple models and putting different possibilities down on paper to create structure for this process. Recommendation was to try to select 4 or 5 models to examine, then possibly hire a consultant to give guidance on what works. After that, we could and then determine best options. Ms. Minot expressed her desire for CP to retain in its current structure for the immediate future, until CP builds capacity, strengthens the board’s fundraising abilities and consistently matches the 100K TIF. The consensus was that this is the best course of action - to stay the course, until we are ready to consider a proposal to become a City Art Department or otherwise.

Adjourned 4:48pm

Meetings respectfully submitted by Emily Southard

Creative Portland

Profit & Loss

July 2018 through June 2019

	<u>Jul '18 - Jun 19</u>
Ordinary Income/Expense	
Income	
4100 · Operations (unrestricted)	130,643
4200 · Programs	41,755
Total Income	<u>172,398</u>
Cost of Goods Sold	
5000 · Cost of Programs	31,751
Total COGS	<u>31,751</u>
Gross Profit	140,647
Expense	
6000 · Marketing	3,060
6100 · Personnel	104,715
6200 · Occupancy Expenses	9,766
6300 · Travel	726
6500 · Professional Services	7,873
6600 · Operating Expenses	11,046
Total Expense	<u>137,186</u>
Net Ordinary Income	3,461
Other Income/Expense	
Other Income	
7000 · Other Income-Expense	-243
Total Other Income	<u>-243</u>
Net Other Income	-243
Net Income	<u><u>3,219</u></u>

Creative Portland

Balance Sheet

As of June 30, 2019

	<u>Jun 30, 19</u>
ASSETS	
Current Assets	
Checking/Savings	
1010 · Creative Portland Checking	49,344
1015 · Petty Cash	537
1025 · PayPal Account	1,119
Total Checking/Savings	<u>51,001</u>
Total Current Assets	51,001
Fixed Assets	
1400 · Fixed Assets	32,693
Total Fixed Assets	<u>32,693</u>
TOTAL ASSETS	<u><u>83,693</u></u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
2000 · Accounts Payable	28,693
Total Accounts Payable	<u>28,693</u>
Other Current Liabilities	
2500 · Fiscal Sponsorship Liability	7,943
Total Other Current Liabilities	<u>7,943</u>
Total Current Liabilities	36,636
Long Term Liabilities	
2800 · City of Portland Loan	15,565
Total Long Term Liabilities	<u>15,565</u>
Total Liabilities	52,201
Equity	
3050 · Retained Earnings	-2,289
3100 · Unrest'd Net Assets	24,162
3200 · Temporarily Rest'd Net Assets	6,365
3221 · Loss/Gain on Investment	35
Net Income	<u>3,219</u>
Total Equity	<u>31,492</u>
TOTAL LIABILITIES & EQUITY	<u><u>83,693</u></u>

CREATIVEPORTLAND^{ME}

Executive Director Report September 4, 2019 Board Meeting

CREATIVE PORTLAND MISSION STATEMENT:

Our mission is to support the creative economy through the arts by providing essential resources, by fostering partnerships, and by promoting Portland's artistic talents and cultural assets. As the official nonprofit arts agency, we support economic development efforts by strengthening and stimulating our workforce, creative industries, and enterprises.

WORK PLAN & BUDGET for FY20 approved (attached)

FUNDRAISING

- Fall Campaign to be launched in mid-October
- GRANTS
 - Maine Arts Commission (MAC) CCED Phase II grant pursuit, due October 17
 - Site Visit with MAC ED Julie Richard on July 25
 - Branding Steering Committee: Kate Anker, CP/RWS; Jeff Beam, OLS; Atiim Boykin, Portland Ovations; David Brenerman, CP; Caitlin Cameron/Christine Grimando, City - Planning; Sarah Campbell/Rachael Harkness, PPL; Lindsay Hancock, MAMM/grantwriter; Quincy Hentzel/Tommy Johnson, Chamber of Commerce; Leah Igo, MECA; Kelsey Halliday Johnson, SPACE; Graeme Kennedy, PMA; Sam Mateosian, Big Room Studios; Dinah Minot, CP; Marcia Minter, Indigo Arts Alliance; Greg Mitchell, City - Economic Development; Mayor Ethan Strimling; Lynn Tillotson, Visit Portland; Julia Trujillo Luengo, City - OEO
 - **NEA Our Town:** \$25K matching award for Creative Bus Shelter Initiative
 - **PEDPIP:** \$15K matching grant Cultural Plan implementation in 2019/20.

PROGRAMS

- **Burundi Drum, Dance & Culture Festival** - Originally scheduled for the City's EXPO location, due to the unexpected asylum-seeker influx in June, the first country-wide Burundi drum festival in the USA was successfully moved and held on June 28 at Brick South/Thompson's Point (kickoff party July 27 at Indigo Arts Alliance) with over 650 in attendance. CP was fiscal sponsor for Batimbo United, who have since received their nonprofit 501c3 designation.
- **Hear Here Movie Premiere** - July 8 screening, filmed and edited by Knack Factory, was held on the rooftop at Bayside Bowl
- **First Friday Art Walk** - July's event was busy and well-attended with 23 participating venues. Highlights included Opera Maine's 25th Anniversary Exhibition at Portland Public Library, the Metals Collective's annual show at The Jewel Box, Maine Craft Portland's first anniversary, Various! Variety Show at Mechanics' Hall, and the opening

of Trueline Gallery @ 561. 30 venues participated in August, and highlights included the opening of Prism Analog recording studio on Preble Street, SPACE's 17th Birthday Party, Julia Durgie at the UMVA Gallery, Melt Down at PPL, Pilar Nadal at Press Hotel, Kate Beever/Maine Music & Health at Maine Historical Society, Tad Beck at Grant Wahlquist Gallery, and Ikirenga cy'Intore at Congress Square Park. August's event was less crowded, with street musicians permitted but an incident of campfires was reported. This safety issue triggered a discussion between board members and the City Manager about keeping Art Walk safe. Dinah will meet with Andy Downs & company to discuss code enforcement and possible solutions for streamlining summer events.

- **2 Degrees Program** - First 2019 event was held on June 18th, 5-7pm at Ocean Gateway, following the Arts & Culture Summit. 100 attendees. New sponsors: Live + Work in Maine, Startup Maine and People's United Bank. Next event scheduled for Sept 18th at The Public Works, with new sponsor Blue Lobster Urban Winery and old timers, Rising Tide and Two Fat Cats. 2 Degrees committee meeting was held on August 27 to discuss upcoming 9/18 event, program mission, and strategies for program sustainability. Attendants included Dinah Minot, Emily Southard, Antoinette Hinitt, Gib Foltz, Zoe Hull, Samantha Fletcher, Leah Igo, Atiim Boykin, Ian Meredythe Denhe Lindsey, Kate Burch, Sydney Barrett (absent: Lisa Bloss, Nate Wildes, Mark Foster, Jenn Stein, Pat Roche)
- **Arts in the Chamber series**
 - July 15 - Opera Maine
 - Sept 16 - TBA
 - October 7 - Lindsay Bourassa, flamenco dancer, to launch Portland Dance Month
- **Monday Morning Drop By**
 - August 5 - Dozen community stakeholders attended
 - Next open house event Sept 9th (moved from first Monday due to Labor Day)
- **CP Gallery** - *All The Great Trees*, a juried art exhibition - Open Call was published with a submission deadline of Sept 13; Gallery Opening October 23, 5:30-7pm.
 - Volunteer curatorial team includes Daniel Minter, Bonnie Norlander, Bruce Brown, Rusty Lamer, Catherine Callahan, Amy Hagberg (USM), and Dinah
- **Cultural Plan Workgroups**
 - Branding Workgroup Session: Upcoming meetings on September 18 and November 18
 - Centralized Planning Systems
 - Affordable Live/Work Spaces
 - Met August 22 with Northampton Community Arts Trust's Lisa Thompson re: creating an ARTS TRUST, based on a Land Trust Model. (Community participants included DM, Kate Anker, Chip Newell, Peter Bass, Lin Lisberger, Blainor McGough, Cherie Wendelken/Mayo Street Arts)
- **Creative Bus Shelters**
 - Steering Committee & Jurors selected: Dinah, CP; Greg Jordan, METRO; Zoe Miller, GPCOG; Daniel Minter, IAA; Jaime Desimone, PMA; Fred Yalouris, Waterstone

- Meeting scheduled first week in September
 - **Open Call** to be released Sept 16
- **Hear Here 2** - January 25 or 26, Merrill Auditorium
- **The Complete City** - PSA program and contest to imagine designs for Future of Portland. Board Member Kate Anker on jury selection committee.

CREATIVEPORTLAND^{ME}

FY20 WORK PLAN

APPROVED 6.5.19

Our mission is to promote the creative economy through the arts by (1) providing priority resources, by (2) forging partnerships and by (3) collectively marketing Portland's artistic talents and cultural assets.

Creative Portland focuses our efforts on serving as a community hub, convening and facilitating groups from diverse artistic genres.

FY20 Proposed Programs:

1. 2 Degrees Portland (2, 3)
2. Arts & Culture Summit 2020 (1, 2, 3)
3. Art Gallery/Pop-Up exhibits (1, 2, 3)
4. Centralized Planning/streamlined Professional Development Series (1, 2, 3)
5. Creative Bus Shelters (GPCOG & METRO) (1, 2, 3)
6. EDSC (Econ Dev Steering Committee) - Visit Portland, Portland DownT, Chamber) (2, 3)
7. First Friday Art Walk (including possible New Year's event) (1, 2, 3)
8. Fiscal Sponsorships (1, 2, 3)
9. Hear Here 2020 (1, 2, 3)
10. Monday Morning Drop By (2, 3)
11. Monthly Arts Update flyer & e-newsletter (1, 2, 3)
12. Operations & Reception at 84 Free Street (1, 2, 3)
13. Rock Row Art Curation (1, 2, 3)
14. Social Media promotion for creative economy (1, 2, 3)

OTHER Initiatives (Time will be allocated dependent on resources & staff)

- Cultural Plan Branding Initiative - Congress Street Enhancements (1, 2, 3)
- Fundraising Campaign CP (1, 2, 3)
- PPAC (Portland Public Art Committee) (3)
- The Complete City (PSA, Chamber, Muskie) (2)

Creative Portland

Profit & Loss Budget Overview

Final

July 2019 through June 2020

	Jul '19 - Jun 20
Ordinary Income/Expense	
Income	
4100 · Operations (unrestricted)	
4110 · Contribution Income	
4111 · Small Gifts	8,500
4112 · Board Challenge	5,500
Total 4110 · Contribution Income	14,000
4114 · Special Event	2,500
4115 · Arts District TIF Funding	100,000
4150 · Fiscal Sponsor Agent Fee	3,500
Total 4100 · Operations (unrestricted)	120,000
4200 · Programs	
4205 · First Friday Donations	3,000
4215 · Cultural Plan Income	15,000
4220 · 2 Degrees Portland Income	3,000
4225 · Hear Here Income	25,000
4235 · Arts & Culture Summit Income	3,000
4245 · CP Gallery Income	500
4270 · Grants & Foundations	
4275 · CP Grants	5,000
Total 4270 · Grants & Foundations	5,000
4285 · Creative Bus Shelter Income	50,000
4299 · Rock Row Income	11,000
Total 4200 · Programs	115,500
Total Income	235,500
Cost of Goods Sold	
5000 · Cost of Programs	
5030 · Cost of Program - First Friday	3,000
5040 · Cost of Program 2 Degrees	7,500
5060 · Cost of Program Hear Here	20,000
5140 · Creative Bus Shelter Expenses	50,000
5150 · Arts & Culture Summit Exp	5,000
Total 5000 · Cost of Programs	85,500
Total COGS	85,500
Gross Profit	150,000
Expense	
6000 · Marketing	
6005 · Comm & Marketing Outreach	2,300
6010 · PR, SM & Community Engagement	1,500
6020 · Website	1,400
6025 · Printing and Reproduction	600
Total 6000 · Marketing	5,800

Creative Portland

Profit & Loss Budget Overview

Final

July 2019 through June 2020

	Jul '19 - Jun 20
6100 • Personnel	
6101 • Executive Director	71,000
6102 • Program Assistant	33,750
Total 6100 • Personnel	104,750
6200 • Occupancy Expenses	
6211 • Office Rent	1,000
6212 • Electricity	3,600
6214 • Water & Sewer	600
6215 • Internet	1,200
Total 6200 • Occupancy Expenses	6,400
6300 • Travel	
6310 • Travel Expenses	2,000
Total 6300 • Travel	2,000
6500 • Professional Services	
6530 • Legal Fees	85
6560 • Accounting	7,500
6580 • Other Professional Services	5,500
Total 6500 • Professional Services	13,085
6600 • Operating Expenses	
6605 • Telephone	600
6610 • Software	1,200
6615 • Meetings	2,400
6620 • Office Supplies	2,400
6625 • Postage and Delivery	300
6630 • General Liability Insurance	2,700
6635 • D & O Insurance	1,200
6650 • Dues & Memberships	600
6660 • Email	540
Total 6600 • Operating Expenses	11,940
6999 • Orgainzational Development	4,000
Total Expense	147,975
Net Ordinary Income	2,025
Net Income	2,025