



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

Board of Directors Meeting

Wednesday, October 2, 2019

3:30 PM

84 Free Street

AGENDA

1. Welcome and President's Comments

2. Consent Agenda

- A. September 4 Meeting Minutes
- B. August Financials
- C. FY20 Budget and Work Plan
- D. Executive Director's Report

ACTION: Vote to accept Consent Agenda

3. Executive Director Update and Discussion

- A. Grant Pursuit
- B. Forging New Partnerships - The value of convening and connecting.
- C. Creative Bus Shelter Initiative with METRO and GPCOG
- D. First Friday Art Walk - October and November Themes (Portland Dance Month and Maine Suffrage Centennial "United We Bloom" Daffodil Tribute)
- E. Hear Here 2020 - January 25/26 at Merrill Auditorium
- F. Fall Campaign and Board Challenge - Will launch week of October 21.
- G. Annual Meeting of the Corporator - November 4

4. CP Structure Proposal

5. CP Board Development

- A. City Vacancies and Appointments (to be confirmed 11/4/2019)

B. Nominating Committee Recommendations

C. Nominations for Slate of Officers

- Kate Anker, President
- Brian Marshall, Vice President
- Gib Foltz, Treasurer
- David Brenerman, Secretary

ACTION: Vote to accept the slate of officers.

Next Meetings: November 6, January 8 (in lieu of January 1), February 5, March 4, April 1, May 6, June 3

Creative Portland Board Minutes

September 4, 2019

Creative Portland Office

84 Free Street

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

Staff in Attendance: Dinah Minot, Emily Southard

Audience: Julia Durgee

Meeting called to order 3:36pm

Welcome & President's Comments

Mr. Brenerman welcomed the board.

Consent Agenda

Mr. Brenerman provided a quick overview of the items on the consent agenda and asked for questions. Ms. Minot explained that there were two sets of minutes as there was no quorum at the June 26 meeting (which replaced the regularly scheduled July meeting).

Motion to Approve Consent Agenda

First: Ms. Barna

Second: Ms. Anker

No further discussion.

Vote: Unanimous

Executive Director Update & Discussion

Branding Initiative & CCED Phase II Grant Application

- Branding work group - members all agree on branding Portland as a creative center and destination
- 2 strategies: attract visitors and then have tools to receive them when they arrive
- Cultural app
 - Working with local experts on cultural app
 - Money must be raised - will have to pursue private sector
- CCED Phase II Grant Application
 - July 25 site visit with Julie Richard from Maine Arts Commission, in attendance were representatives from the private sector, city, and arts & cultural community
 - Application in process

Additional Grant Updates

- Received Maine Arts Commission Organizational Development grant - \$2500

Creative Bus Shelter

- Received NEA grant for \$25,000, can disburse once the historical preservation and environmental protection paperwork clears
- Committee has been set up including reps from higher ed, GPCOG, Metro, Rock Row and Portland Museum of Art.
- Open call will go out mid-September, issued by committee.
- Art installations will be add-ons to existing shelters, approx 8K for each artist, including materials

Maine Suffrage Centennial Collaborative Daffodil Project

- Note: in 1919, Maine was the 19th state to ratify the 19th amendment
- Approached Creative Portland initially re: commissioning a public art piece, collectively decided on the daffodil project as a living memorial
- November's First Friday will focus on the theme of suffrage; CP will serve as bulb distribution hub

Hear Here 2020

- Jan 25 or 26 - date to be confirmed - either Saturday night or Sunday afternoon
- Will not carry it out unless we can secure funding upfront
- All new talent unless someone from last year joins the finale or mentors a new act
- All performing arts in consideration: music, spoken word, dance, comedy

Annual Meeting of the Corporator - November 4

- Date to be confirmed
- CP Board annual meeting two days later on November 6

Fall Campaign & Board Challenge

- Aiming for mid-October, to coincide with art gallery opening, will follow-up after Thanksgiving
- Shared draft of fundraising card for fall appeal - modeled on last year's design with updated pictures and bullet points
 - Suggestion of including program logos on back of flyer and/or creating different versions to feature each event
 - Suggestion to add "event sponsorships available" language
- Annual campaign needs 100% board participation - give whatever you can afford by December 31
 - Will make clear to new members of the board as they are appointed, will considering changing language for city posting
- Please send names to add to the appeal mailing list by October 1
 - Success of last year's campaign was from personal connections
 - Also target participants in CP events

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

Recap

The city informed CP earlier this year that they would no longer provide payroll services and benefits to CP staff, because they are not official (supervised) city employees. CP appealed to the finance committee, who provided 6 months (until December 31, 2019) of continued payroll and benefit support while the board decides upon a future plan. CP has investigated costs of replacing these services- it is very expensive to set up a comparable benefits system for only two employees).

Update

Mr. Brenerman, Mr. Mitchell, and Ms. Anker met with the City Manager, who presented two options:

- Remove staff from payroll and increase TIF to cover loss of benefits.
- Hire staff as city employees in the Economic Development Department, create (or maintain) separate nonprofit to raise money and manage programming.

Mr. Mitchell explained that CP could join Economic Development as they have been stakeholders in the city's economic development plan since 2012, they are also direct service delivery agent, and that the city does not usually form two-person departments. He provided a handout describing the offices within the Economic Development Department and structure. He included a description of the Portland Development Corporation, which is a nonprofit staffed by the Economic Development Department that oversees \$5mil in assets, as an example of how CP could operate. He suggested that CP could fit into the structure of the Economic Development Department like the Office of Economic Opportunity. CP's funding is already allocated in the Economic Development budget.

Ms. Minot expressed concerns about raising money for a nonprofit tied to the city and wants to understand what that ownership means. She would like to encourage a future formation of an independent city arts department, that would also include public art, festivals, First Friday Art Walk, and arts education, all under the same umbrella.

Legal structure and liability waivers were discussed. Mr. Mitchell responded that the city is the sole incorporator, and since CP has few assets and the city has many, that if someone wanted to sue CP then they would end up suing the city. Ms. Minot asked Mr. Mitchell which scenario he thought the city would prefer, and he said that that was up to the board.

Mr. Mitchell noted the timing constraints since the city payroll and benefits separation would be effective after December 31, unless the board intends to recommend that staff officially become part of the city. Need at least 60 days to amend the TIF agreement (committee plus two city council meetings). Mr. Mitchell noted that there can be a phased approach / longer term plan.

Mr. Mitchell suggested including our future plans at the same council meeting of the annual report to the city.

Ms. Minot added that if CP became part of the city that the board could possibly shift into an advisory committee. Phased plans will be considered and implemented as we flush out the options. She also expressed that CP is still reliant on TIF funding and that she will consult with MANP and attorneys about best practices and structural options.

Questions

What would the city council need to approve CP's workplan and budget, beyond annual report, if it was part of the city. Mr. Mitchell responded that the exact arrangement would depend on the determined structure, but he noted that PDC reports to council once a year and the council blesses the description of their programs, as they do CP's annual report.

Mr. Foltz asked that, if CP decided to take on payroll and benefits, the structure would stay the same, which Mr. Mitchell said it would. Mr. Foltz said that CP would need clarification about the increase in funding in order to make an informed decision.

Other comments included:

Advisory committee to a city department would be at the discretion of staff. The city's nominating committee would appoint members, in a similar process to PDC.

It was pointed out that, if CP were to follow the model of Burlington City Arts (city department plus separate nonprofit board), then the city might have an advisory committee but would not appoint nonprofit board.

Mr. Brennerman said that the executive committee would meet ahead of time and do the work in the interim to provide a recommendation.

Ms. Minot asked if CP should ask the community to weigh in and provide input. Board felt that would be a difficult task with such a time constraint. Mr. Mitchell pointed out that being part of the city would help staff with alignments for future decisions.

There was further discussion about folding CP office into the Economic Development Department, noting that since the money is already in the Economic Development budget, it should not trigger a financial appropriation action and as such could possibly be done administratively.

Next Steps

The executive committee will discuss further and bring a recommendation back to the board. The questions about additional TIF funding and nonprofit status need to be answered, as does the possible extension through FY20. Ms. Minot and Ms Anker will meet with a lawyer on Friday.

CP Board Development

Mr. Brenerman reported that the city advertised one opening on the board in this cycle. Mr. Salvo has reapplied for the position as his first term is expiring later this year and it is almost guaranteed that he will be reappointed. Ms. Minot shared her view that appointing additional board members needs to be put on hold until the question of the organization's structure has been decided. The executive/nominating committee has already met with another potential board member.

The executive committee recommended the following slate of officers for the next year:

- President - Kate Anker
- Vice President - Brian Marshall
- Treasurer - Gib Foltz
- Secretary - David Brenerman

The board also has the option of appointing an assistant secretary. Gib Foltz has agreed to serve as the CP delegate to the Portland Public Art Committee.

Adjourned 5:16pm

Minutes respectfully submitted by Emily Southard

Creative Portland
Profit & Loss Budget vs. Actual
 July 2019 through August 2019

	<u>Jul - Aug 19</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
Ordinary Income/Expense				
Income				
4100 Operations (unrestricted)	21,064	20,000	1,064	105.32%
4200 Programs	19	3,583	-3,564	0.54%
Total Income	<u>21,084</u>	<u>23,583</u>	<u>-2,500</u>	<u>89.4%</u>
Cost of Goods Sold				
5000 Cost of Programs	257	1,750	-1,493	14.67%
Total COGS	<u>257</u>	<u>1,750</u>	<u>-1,493</u>	<u>14.67%</u>
Gross Profit	<u>20,827</u>	<u>21,833</u>	<u>-1,007</u>	<u>95.39%</u>
Expense				
6000 Marketing	328	967	-638	33.97%
6100 Personnel	18,600	17,458	1,142	106.54%
6200 Occupancy Expenses	989	700	289	141.23%
6300 Travel	0	333	-333	0.0%
6500 Professional Services	1,628	3,392	-1,764	47.99%
6600 Operating Expenses	895	2,215	-1,320	40.42%
6999 Organizational Development	0	667	-667	0.0%
Total Expense	<u>22,440</u>	<u>25,732</u>	<u>-3,292</u>	<u>87.21%</u>
Net Ordinary Income	<u>-1,613</u>	<u>-3,898</u>	<u>2,285</u>	<u>41.37%</u>
Other Income/Expense				
Other Income				
7000 Other Income-Expense	-19	0	-19	100.0%
Total Other Income	<u>-19</u>	<u>0</u>	<u>-19</u>	<u>100.0%</u>
Net Other Income	<u>-19</u>	<u>0</u>	<u>-19</u>	<u>100.0%</u>
Net Income	<u><u>-1,632</u></u>	<u><u>-3,898</u></u>	<u><u>2,266</u></u>	<u><u>41.87%</u></u>

Creative Portland

Balance Sheet

As of August 31, 2019

Aug 31, 19

ASSETS**Current Assets****Checking/Savings**

1010 Creative Portland Checking	24,114
1015 Petty Cash	537
1025 PayPal Account	1,119

Total Checking/Savings	25,770
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Accounts Receivable

1150 Accrued Contribution Receivable	16,667
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Total Accounts Receivable	16,667
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Total Current Assets	42,437
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Fixed Assets

1400 Fixed Assets	32,092
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Total Fixed Assets	32,092
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TOTAL ASSETS	74,528
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LIABILITIES & EQUITY**Liabilities****Current Liabilities****Other Current Liabilities**

2100 Payroll Liabilities	18,600
2500 Fiscal Sponsorship Liability	10,803

Total Other Current Liabilities	29,403
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Total Current Liabilities	29,403
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Long Term Liabilities

2800 City of Portland Loan	15,265
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Total Long Term Liabilities	15,265
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Total Liabilities	44,668
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Equity

3050 Retained Earnings	930
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3100 Unrest'd Net Assets	24,162
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3200 Temporarily Rest'd Net Assets	6,365
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3221 Loss/Gain on Investment	35
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Net Income	-1,632
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Total Equity	29,860
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TOTAL LIABILITIES & EQUITY	74,528
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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

CREATIVEPORTLAND^{ME}

FY20 WORK PLAN

APPROVED by Board of Directors 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)

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Executive Director Report 10/02/19 Board Meeting

FUNDRAISING UPDATE

- Fall Campaign planned for launch week of October 21
- Board Challenge to be completed by December 31, 2019
- Grant Awards for FY20 disbursement
 - \$2,300 - MAC organizational development grant award
 - \$25,000 - NEA Our Town grant award for creative bus shelter initiative
 - \$15,000 - PEDPIP matching grant award for branding initiative

PROGRAMS IN SEPTEMBER

- **First Friday Art Walk**
 - September highlights: From A Woman's Perspective at Richard Boyd Art Gallery, Yarn-Bombing installation by Pamela Moulton at PMA, Diana Cherbuliez at Grant Wahlquist Gallery, Meltdown at PPL, Machine Dazzle residency installation at MECA, Visible Discourse from Maine's Western Foothills group show at UMVA, Kim Radochia: Shimms at Casco Bay Artisans.
- **2 Degrees Program**
 - September 18th event at the Public Works: 60 in attendance, new sponsor Blue Lobster Urban Winery, 13 organizations donated raffle items
 - Dependent on 2020 sponsorship success, Emily is on deck to take the helm as 2 Degrees Coordinator to oversee program, enhance & improve web interaction & engagement, event coordination, and schedule.
- **Arts in the Chamber series**
 - Sept 16 - Women in Harmony choral ensemble - Suffrage Tribute
 - Oct 7 - Lindsay Bourassa Flamenco dancer & students
- **Monday Morning Drop By**
 - September 9 - a dozen community stakeholders attended; Oct 7 next open house
- **Cultural Plan Branding Work Group - 9/18/19 Meeting**
 - Preparation for MAC CCED2 grant, including community letters of support solicitation
 - Solidarity in desire for visual cohesion and digital wayfinding tools; City supportive
 - Logo discussion and introduction of Ebenezer Akakpo, designer
 - AR (augmented reality) app demonstration by Sam Mateosian, incoming board member from Big Room Studios

- Attendees: Dinah Minot, Emily Southard, David Brenerman, Kate Anker, Sam Mateosian, Caitlin Cameron, Leah Igo Brooks, Karolyn Greenstreet, Amy Geren, Atiim Boykin, Beth Wilbur Van Mierlo, Kirstie Archambault, Lindsay Hancock, Ebenezer Akakpo
- **CP Gallery** - "All The Great Trees," October 23 Art Exhibition Opening
 - Currently engaged in jury selection process of over 190 submissions
 - Curatorial Team: Bruce Brown, curator emeritus at the Center for Maine Contemporary Art; Catherine Callahan, painter and curator; Amy Hagberg, University of Southern Maine; Rusty Lamer, designer; Daniel Minter, Creative Portland, Maine College of Art, and Indigo Arts Alliance; Dinah Minot, Creative Portland; and Bonnie Norlander, Your Art Partner
 - Opening Reception 5:30-7:30pm on Wed October 23
- **The Complete City** - PSA program and contest to imagine designs for Future of Portland. Board Member Kate Anker on jury selection committee. UNE Gallery Opening October 26, running through January 2020. Lecture with NYT Cartographer Tim Wallace. on November 4