



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

Board of Directors Meeting

Wednesday, May 6, 2020

3:30 PM

Via Zoom

AGENDA

1. **Via Zoom. Please use this link to join the Board meeting:**
<https://zoom.us/j/96065307318>
 - A. Or iPhone one-tap :
US: +13017158592,,96065307318# or +13126266799,,96065307318#
Or Telephone:
Dial(for higher quality, dial a number based on your current location):
US: +1 301 715 8592 or +1 312 626 6799 or +1 646 558 8656 or +1 253 215 8782 or
+1 346 248 7799 or +1 669 900 9128
Webinar ID: 960 6530 7318
International numbers available: <https://zoom.us/j/96065307318>
2. **Welcome and President's Comments**
3. **Consent Agenda**
 - A. March 4, 2020, draft Board meeting Minutes for approval.
 - B. April 21, 2020, Executive Committee draft meeting Minutes for approval.
 - C. April Financials
 - D. Executive Director's Report

ACTION: Vote to accept Consent Agenda
4. **Executive Director Update**
5. **Program Evaluation**
6. **NEA CARE Relief Grant**
 - A. **ACTION:** Vote to approve application submission.
7. **Closing comments by President**

Next Meeting Dates: June 3, July 1, Sept. 2, Oct. 7, Nov. 4

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Creative Portland Board Minutes

March 4, 2020

Creative Portland Office

84 Free Street

Board In Attendance: Kate Anker, Nicole Barna, Lisa Bloss, Councilor Tae Chong, Gerad Salvo (Phone)

Staff in Attendance: Dinah Minot, Katie Page

Audience/general public: Carol Mckracken, blogger

1. Welcome and President's Comments

Meeting called to order: Kate Anker

2. Consent Agenda

Minutes: The group noted January's minutes were brief.

Financials: No questions

ACTION: Motion to Approve Consent Agenda

First: Councilor Chong

Second: Ms. Bloss

No further discussion

Vote: Unanimous

3. Executive Director Update and Discussion

CP GALLERY

- The open call for 2020Vision: Past, Present, and Future is out. The deadline is March 22nd.
- The opening for artists, friends, and family will be on April 23rd.
- The curatorial team for 2020Vision is composed of illustrious women in honor of the Suffrage Centennial. The team includes Kate Anker, Eileen Gillepsie, Olga Merrill, Dinah Minot, Elizabeth Moss, and Tessa O'Brien.

GRANTS

- Creative Portland has five outstanding grant applications including Maine Arts Commission, Maine Women's Fund, Maine Humanities Council and Onion Foundation.
- CP has access to the grant writers in the city

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- CP hopes to apply for a CDBG grant in the future for a heat pump. In three years the heat pump will pay for itself, since our heating bill is over \$500

DISCUSSION

- Can CP still apply for grants through the non-profit?
 - CP is still applying for grants through the non-profit. It is the 501(c)3 that will receive the money, not the city. To reiterate, Creative Portland is staying the same, aside from the staff on the city's payroll.

OTHER UPDATES

- Creative Portland is in third position for a Hear Here 2021 Venue date at Merrill. We want Hear Here to be a priority booking for the city in the future.
- Next year we plan to disperse comp tickets to High School students to involve more youth.
- [Ms. Minot shared the NEA Public Art Participation statistics] Exact data can be found at the following sites:
 - <https://www.arts.gov/sites/default/files/ADP23-Brief6Access.pdf>
 - <https://www.arts.gov/artistic-fields/research-analysis/arts-data-profiles/arts-data-profile-23>
- One of our city partners, Casey Gilbert is stepping down as Executive Director of Portland Downtown, there will be a search for a new E.D.

ARTS & CULTURE SUMMIT

- The Arts & Culture Summit will be on 6/16/20.
- It will take place this year at Cove Street Arts, a huge asset for the city - it's a new venue, they have the breakout spaces- if we must we can break out into another space nearby. Next year, we hope to go back to Ocean Gateway.

FFAW

4. Creative Portland may need to start putting vendors on Free Street to minimize congestion, and others can get permits for spaces such as monument square.
5. CP aims to place a platform in monument square for live local music and 2020 talent showcases, perhaps filling the void of live music from Old Port Fest. It could be sponsored as well.

6. Governance

Board Updates:

- Charlie Miller is staying on in an advisory capacity, but he will not join the board due to another appointment, Maine Humanities Council and two other boards. Had to step down from PPL and could not join CP.
- Sam Mateosian has a possible conflict of interest with the pending CCED II grant.
- Brian Marshall VP of board was recently promoted at Verrill Dana and will not be able to stay on the board.

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- Creative Portland hopes to fill his appointment with another lawyer.
- CP has 12 Board Members, our goal is 15 members.
 - Ms. Minot is now on the board as Assistant Secretary.
- If a board member has someone they think would be a good fit for the position, give a little briefing, send their names to Dinah and Kate, via an email connection - then we will go from there .

7. Program Evaluation

- [See attached PDF of Program Evaluation Spreadsheet for more information]
- Prior to Ms. Minot at the helm, 2 Degrees and FFAW were Creative Portland's main programs.
- The board then discussed the programs to assess "keep/cut/debate," but we only got through the following:

2 DEGREES

- Money is needed for this program.
- All present board members agreed that 2 Degrees was the anomaly on this list, and it is similar to many networking programs that exist in Portland.
- Board agreed that perhaps another organization could take on the program as 2 Degrees is a networking event, while Creative Portland's other programs are more focused on art and artists. Creative Portland could still be involved by connecting the artists to the event.
- Creative Portland embraces the creative community rather than just artists; 2 Degrees has veins and blood running through each of our programs. Most of our programs have a community/networking component.

ARTS IN THE CHAMBER

- Mayor Kate Snyder wants to keep the program, but is worried it excludes other disciplines; thus, Creative Portland will curate and book every other month, with other disciplines holding the other months.
- The board discussed whether it would be beneficial to bring in non-local performers and whether CP should focus on mainstream or non-mainstream acts.
- CP could convene local venues to help curate the acts.

CP GALLERY

- The financial viability of the program was discussed, including whether it is okay that CP breaks even on this project.
- The board agreed that the gallery operations are okay.
- The board also discussed how we can further promote the artists in our show. Ideas included putting artist statements on the walls, having an artist spotlight on our website, or a searchable artist database on the website.

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- One benefit of CP Gallery is providing a place to convene and network. We are constantly cultivating and building relationships at the gallery opening as part of Creative Portland's development.
- The idea of taking unoccupied Portland real estate and making pop-up art exhibitions was discussed, with positive reception. It was also noted that another staff person would be needed in order to increase Creative Portland's capacity to this level.
- It was noted that CP already curates the Chamber of Commerce, and the Greater Portland Immigrant Welcome Center. Perhaps we can further publicize this.

FFAW

- CP has not had big sponsors in the past for FFAW. The need for a curatorial team for FFAW was discussed in order to solicit sponsors.

Motion to Adjourn: Ms. Anker

Second: Ms. Bloss

Adjourned: 5:11pm

Minutes respectfully submitted by Katie Page

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Executive Committee Meeting

April 21, 2020

2:00pm-3:00pm

MINUTES

Board in Attendance: Dinah Minot, Kate Anker David Brenerman, Gib Foltz

Staff in Attendance: Katie Page

1. President's Welcome

- Brian Marshall left the board in January. CP doesn't have an acting Vice President, which will remain in the short term unless the title is needed for the by-laws.
- **March ExCom minutes review**
 - March ExCom minutes will be included in the board packet for May 6 since there was no April Board Meeting.
- **Small business advocacy**
 - Organizations and people advocated for small businesses in Portland last week after confusing FAQs were posted about small business loans during the Covid-19 shutdown. The issue has since been resolved by the city.
- **Board Challenge update**
 - Kate Anker sent a letter to the board reiterating the importance of the Portland Artist Relief Fund. It is the number of people that give that really makes a difference, so the board should give whatever they can.
- **Creative Portland Program Evaluation/Assessment**
 - The evaluation will be sent out before the May 6 board meeting to give everyone time to consider and review the document.
 - The board will discuss these programs in the abstract, as many are on hold.
 - Only 25 minutes will be allocated for the evaluation during the board meeting. The board will begin where they left off, after FFAW.

2). E.D. Update:

- **FY21 Work Plan discussion - add AEP6 AFTA survey**
 - There are three new endeavors CP may take on: the AEP7 AFTA Survey, Microloans program, and tech updates.
 - **AEP7 Economic Impact Survey:** \$2500 cost, with \$6000 partner fee that covers the cost. AEP7 Survey is postponed a year and won't be completed until December 2022. CP pledged to be a part without putting money down.
 - **Microloan Program:** The city is launching a microloan program. Almost \$426,000 will be allocated to small businesses with a \$5,000 forgiveness built in. 6 out of 7 organizations who CP reached out to would apply for these funds.

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- If each Board Member called 3 places about micro-loans, we could cover more ground, along as the request is properly outlined and the board members are well acquainted with CP's programming.
 - NOTE: GPCOG has a microloan program
 - **Digital Programming:** As CP moves toward digital programming, the website overhaul is speeding up, along with the need to secure funds for other e-commerce options.
- **Relief Fund Update**
 - The Portland Artist Relief Fund is giving us access to new donors. CP will continue to fundraise.
 - ExCom agreed with initial criteria, checklist, and application.
 - Since PARF launched, many other funds have as well, which are listed on CP's [Resource Page](#). CP will not penalize artists for going after other funds.
 - **Review Process:**
 - The applicants will be sorted by Katie and Felicity Lodge into 3 piles: A, B, & C. Pile A will include artists that meet all the criteria, and so on. The piles will be presented to the review committee, who will review the two narrative questions and score.
 - **Timeline:** May 4 @ Noon- rules will be specified to the Review Committee, who will then review the written prompts. On May 7 the committee will reconvene and determine finalists. The information for checks will be sent to Opus Accounting to be cut by May 8th.
 - SPACE's Kindling fund is a lottery system, the microloan program may follow this lottery method.
 - Round Two of PARF will be decided upon in August.
- **NEA/Creative Bus Shelters**
 - The program is still ongoing. We have identified the four artists. Two are immigrants and all are Greater Portland residents. Two have vinyl applications and two have metal. The sites are unknown, and the Creative Bus Shelter Review Committee still needs to sign off on the final renderings.
 - DesignTex was a sponsor, but there is a moratorium on providing materials. They will still provide labor and printing.
 - CP still needs to raise 5k for the project to meet this change.
 - Organizations that have received an NEA application in the past four years may apply for a special section of CARES Act. CP will apply for these funds.
 - **Official Messaging**
 - We are excited about choosing 4 artists, who have presented ideas to the review committee that includes METRO, GPCOG, the Portland Museum of Art, and Rock Row. We are hoping to have the shelters installed by the end of September so we can apply to the next stage of grants through the NEA. We are still working on the details and will be announcing more soon.
 - The review roles may change in the next NEA round, especially if CP finds funding for ground-up builds.

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- **MAC Grants/Cultural App development**

- CP is in discussion with Big Room for a proposal regarding the Cultural App. We hope to have a draft before the next board meeting.
- CP needs to convert to wordpress from Drupal by November. BRS is our top choice to coordinate this transition, even though the city may have IT resources.
 - BRS will need landing pages for our cultural app anyway.
 - We would move our web host to the Amazon platform. We currently use Yellhoose as a host.
- \$75k from MAC funds this app (3-year commitment), it is a matching grant. We are paying Big Room Studios to create the app. CP raised 10k from rock row, 7k from Metro, another 3 in-kind of GPCOG. We need to raise 5k to have the full match in year one.

- **CP Gallery 2020 Vision**

- Portland Magazine Mix Up: Their Visions 2020 and our 2020 Vision Exhibition are very similar. We had no idea.

- **A & C Summit - Sept 22**

- Pushed to September 22, although the event may be unlikely in the current situation.
- Maine Magazine provides CP free advertising 3x a year.

May 6 Board Meeting Agenda - to be planned through email.

Creative Portland
Statement of Activity
 April 2020

	Apr 20	Jul '19 - Apr 20
Ordinary Income/Expense		
Income		
4100 · Operations (unrestricted)	610	68,437
4200 · Programs	0	56,764
4500 · Artist Relief Donations	70,931	77,548
Total Income	71,541	202,750
Cost of Goods Sold		
5000 · Cost of Programs	13	36,559
5500 · Artist Relief Grants	475	784
Total COGS	488	37,344
Gross Profit	71,053	165,406
Expense		
6000 · Marketing	341	2,126
6100 · Personnel	-75	55,999
6200 · Occupancy Expenses	849	7,213
6500 · Professional Services	300	8,875
6600 · Operating Expenses	133	7,326
6999 · Organizational Development	0	75
Total Expense	1,548	81,614
Net Ordinary Income	69,505	83,792
Other Income/Expense		
Other Income		
7000 · Other Income-Expense	-19	-173
Total Other Income	-19	-173
Net Other Income	-19	-173
Net Income	69,486	83,619

Creative Portland
Statement of Financial Position
As of April 30, 2020

	Apr 30, 20	Mar 31, 20
ASSETS		
Current Assets		
Checking/Savings		
1010 · Creative Portland Checking	101,801	32,621
1015 · Petty Cash	737	737
1025 · PayPal Account	0	35
Total Checking/Savings	102,538	33,394
Total Current Assets	102,538	33,394
Fixed Assets		
1400 · Fixed Assets	31,796	32,096
Total Fixed Assets	31,796	32,096
TOTAL ASSETS	134,333	65,490
LIABILITIES & EQUITY		
Liabilities		
Current Liabilities		
Other Current Liabilities		
2500 · Fiscal Sponsorship Liability	4,194	4,536
Total Other Current Liabilities	4,194	4,536
Total Current Liabilities	4,194	4,536
Long Term Liabilities		
2800 · City of Portland Loan	13,433	13,733
Total Long Term Liabilities	13,433	13,733
Total Liabilities	17,627	18,269
Equity		
3050 · Retained Earnings	55	55
3100 · Unrest'd Net Assets	33,031	33,031
Net Income	83,619	14,134
Total Equity	116,706	47,220
TOTAL LIABILITIES & EQUITY	134,333	65,490

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Executive Director Report 05/06/20 Board Meeting (via ZOOM)

ARTS COMMUNITY SLAMMED BY PANDEMIC SHUTDOWN

Creative Portland's last board meeting was held two months ago on March 4, 2020. 10 days after the meeting, we shut our doors to the public to shelter-in-place and to observe social distancing directives to reduce the spread of Covid-19, which was declared a global pandemic by the World Health Organization (WHO) on March 11, 2020.

Our last community event on March 11 had over 75 attendees. The event celebrated Portland resident and naturalized citizen Kifah Abdulla's new memoir, "Mountains Without Peaks," at a special reading & launch reception, in partnership with IAA, Immigrant Welcome Center, and Gateway Services, at Indigo Arts Alliance.

The impact of the sudden shutdown is harsh on the arts community, who are reliant on direct contact and public attendance. Close to 95% of the arts community face serious income loss and a significant fear for future sustainability.

Creative Portland assumed a leadership role in creating the [Portland Artist Relief Fund](#) and by transitioning to digital programming to provide [resources](#) and community connectivity. Our staff of two continues to work from home, supervised by Greg Mitchell. I actively participate in the City's Economic Development Department's weekly staff meetings. In addition, the CP executive committee has met twice remotely, in March and April, with minutes recorded by Katie Page, program assistant.

Headlines for notable accomplishments in March and April include grassroots fundraising for the Portland Artist Relief Fund (77K+) and the creation of a new [virtual events calendar](#), in lieu of our former First Friday Art Walk listings on the CP website.

As we prepare for the FY21 workplan and budget recommendations to the City, our organization is faced with new challenges to nurture and sustain the arts community. Some of these tasks include a plan for restructuring and rebuilding. While we remain committed to implementing the [Cultural Plan Update of 2018: A Living Action Plan](#), we recognize a need to identify new opportunities for the arts community that will most likely involve e-commerce, new centralized planning systems, public art initiatives, and a deep dive discussion about forging public-private partnerships at our next arts & culture summit.

Articulating the value of the arts as an economic engine and as the creative foundation for Portland's unique lifestyle is a top priority for our future growth and impact as the City's nonprofit arts agency. We are fortunate to be invited for the third time since 2015 by American for the Arts (AFTA) to participate in the AEP7 economic impact study, to be conducted in FY22.

Finance:

Transitioning to City payroll in January 2020, halfway through FY20, has reduced budget expenses by almost 50K. Despite Covid-19 shutdown, we remain in a strong financial position due to grant-generated programs and the City's employee absorption. Nevertheless, we are still in good shape to cover \$25,617 for the remaining half of FY20 in operational expenses for contract workers, annual utilities, IT support and office supplies.

See Financial statement attached.

FY19

Total Fiscal Sponsorship Income: \$244,429.00

Total Disperse to FS: \$232,371.60

Total Sponsorships: \$38,250

Total FS Fees: \$12,057.46

CP Sponsorships + FS Fees: \$50,297.46

FY20

Total Fiscal Sponsorships: \$106,363

Total Dispersed to FS: \$86,187.80 \$100,970

Total Sponsorships: \$43,679.26

Total FS Fees: \$5,352

CP Sponsorships + FS Fees: \$55,253.26

Relief Fund Income: 77.3K

Programs:

1. NEW PROGRAMS/INITIATIVES:

(will discuss and provide overview at May 6 board meeting):

- **Artist Relief Fund- raised over 75K**
- **Creative Bus Shelters**
- [Covid-19 Resources](#)
- **Cultural App development**
- **Grant Pursuits**
- **Master Plan/policy proposal for Arts Community Rebuilding**
- **Micro-loan and micro-grant outreach**
- **Online Art exhibitions (TBD)**
- [Sizzle Reel 2020](#) (we will rise again)

- **The Workshop/** Centralized Planning System for Professional Development
- [Virtual Events Calendar](#)

2. SIGNATURE PROGRAMS

- [Arts & Culture Summit](#) (Sept 22, 2020) at Cove Street Arts - ON HOLD
- **Arts in the Chamber series** - On HOLD - MAYOR TBD
- [CP Art Gallery](#) - ON HOLD, [2020 VISION Open Call](#) arts exhibition TBA online
- [Cultural Plan Update](#) - **ACTIVE mission but need new strategies for rebuilding**
- **First Friday Art Walk** - ON HOLD
- [HEAR HERE](#) - Feb 7, 2021 - PLANNING ON HOLD
- **Professional Development Workshop** - ON HOLD
- **Monday Morning Drop By** - ON HOLD
- [Monthly Arts Update](#) (& Newsletter combined)

3. PROGRAMS/INITIATIVES TBD:

- **2 Degrees**
- **Board Recruitment**
- **Fall Appeal**
- [Fiscal Sponsorships](#)