

CREATIVE PORTLAND

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

Board of Directors Meeting

Wednesday, July 1, 2020

3:30 PM

Via Zoom

AGENDA

- 1. Zoom Link for meeting: <https://zoom.us/j/95732552579>**
 - A. Download Zoom onto your desktop to allow audio/video access on lower left corner of screen.
- 2. Welcome and President's Comments**
- 3. Consent Agenda**
 - A. June 3, 2020, and June 11, 2020, Minutes attached.
 - B. May Financials attached.
 - C. Executive Director Report attached.
 - D. Executive Director Report attached.

ACTION: Vote to accept Consent Agenda.
- 4. Executive Director Update**
 - A. 2020 Vision: Past, Present, and Future
 - B. Creative Bus Shelter Press Release
 - C. Cultural App Update
 - D. State grant opportunity - application submitted by Public Health for Re-Opening
- 5. SHARE Events/Ideas**
- 6. Closing comments by President**
 - A. Next Board meeting is September 2nd.

Next Meetings: September 2, 2020; October 7, 2020; November 4, 2020.

Creative Portland Board Minutes

June 3, 2020

via Zoom webinar with shared slides

Board In Attendance: Kate Anker, Lisa Bloss, David Brenerman, Glib Foltz, Eliza Ginn (late), Dinah Minot, Gerard Salvo.

Absent: Nicole Barna, Peter Bass, Counselor Tae Chong, Daniel Minter, Greg Mitchell.

Staff in Attendance: Dinah Minot, Katie Page

1. Welcome and President's Comments

- All virtual board meetings will be recorded for note-taking purposes, but will not be published on the City's website.
- Due to the small group, today's meeting will review the consent agenda and May minutes. Further discussion on programming and financials, so the board will postpone the review for a separate meeting with the absent board members.
- The Economic Development Department has partially furloughed it's staff including Creative Portland.
- Quick recap on PARF: We are very excited that we were able to grant all of the eligible applicants.
- No questions or comments on the consent agenda.

2. Consent Agenda

- May 6th Minutes (attached)
- April Financials (attached)
- Executive Director Report (attached)

ACTION: Vote to accept Consent Agenda

FIRST: Mr. Brenerman

SECOND: Mr. Salvo

VOTE: Unanimous approval

3. Executive Director Update

- Ms. Minot discussed updates on the Creative Bus Shelters, the AR Cultural App, and potential Arts Messaging projects.
 - Creative Bus Shelters has a new sponsor: Portland Industrial Coatings. The powder coating company based in Scarborough, will powder coat one of the new artist shelters.
 - The new renderings will be shown at the next meeting.
 - Proposed arts messaging for social distancing: As the city opens for business, there is a need to provide a safe-zone; however, many people are not going downtown. The barricades are going up [*Ms. Minot shared a photo of the concrete barriers via screen share*]
 - Many businesses are upset about the new look. CP is working with the city and other organizations to suggest beautification tactics.

- CP is considering an open call for arts messaging, including stencils for barricades and/or banners/garlands across streets.
- The City has its own committee and process for determining what these barricades look like with representatives from the Fire, Police, Economic Development, Planning, City Manager's department. Safety is the priority over aesthetic. Creative Portland thinks both could work together and hopes to be included in future discussions to better brand/market Portland.
- CP's arts messaging campaign is DOA without a budget, but with funding, it could become a possibility.
 - CP is in discussions with Parks & Recreation to add planters to the barriers, which will possibly be up through October.
- CP was featured in ads in Maine Gallery & Studio Guide and the Portland Phoenix, as well as numerous articles related to the Portland Artist Relief Fund and the Virtual Events Calendar.
- Creative Portland is tracking how arts organizations are responding to the plight along with their reopening status.
 - The merits of a survey vs. one on one outreach were weighed, without a clear favorite.
 - Board members expressed concern about the state of the Arts Community, especially the artists who have lost almost all their income/studio spaces.
 - CP needs to determine how to help, whether with direct hand-outs, organizational support, advocating for a 1% for the arts, or fundraising for a specific cause.
 - The idea of a job board was revisited as a way to sustain our arts community until the public interface returns.

4. Next Meeting & Other Board Share/Updates

- Thursday, June 11 at 12:00pm works best for the secondary meeting to review the FY21 Work Plan & Budgets
- Due to furlough day, Creative Portland is closed this summer on Fridays
- Eliza Ginn will join the Branding Workgroup/cultural app planning.
- June Lacombe is taking appointments to see her sculpture show, [contact June](#) to set up an appointment.
- Coastal Maine Botanical Gardens is open and has a sculpture walk, although one must call ahead to participate.
- 2020 Vision submissions have been received and the review committee will meet in June to determine finalists for an online exhibition (in-person exhibition is on hold for the time being).
- Mr. Foltz shared his ominous, yet intriguing self-portrait titled "Spring, 2020" with the group.

Meeting Adjourned: 4:40pm

FY20 Board Meeting Upcoming Dates:

July 1
 Sept 2
 Oct 7
 Nov 4

Creative Portland Board Minutes

June 11, 2020

via Zoom webinar

Board In Attendance: Kate Anker, Nicole Barna, Peter Bass, Lisa Bloss, David Brenerman, Counselor Tae Chong, Gib Foltz, Eliza Ginn, Dinah Minot, Daniel Minter, Greg Mitchell, Gerard Salvo.

Staff in Attendance: Dinah Minot, Katie Page

The purpose of this meeting is to discuss the FY21 Work Plan.

Section I. A: Priorities

- Artist Relief Fund

- If artists asked for help, we supported them. Creative Portland funded all 63 eligible artists who applied, although artists outside of the eligible geographic parameters did not receive funding. The question now is whether Creative Portland will raise a secondary relief fund that will provide more funding to individuals and organizations to cover expenses such as leases.
- Visual artists and performers who are renting studio/practice space are seeing that opportunities are not opening back up, and their supplemental work is not opening back up. People who are renting are having trouble getting substantial leeway from their landlords. It's a fine balancing act for professional creatives and arts organizations right now.
- The City is working with Creative Portland to relaunch modified financial support programs that line up with the public's needs.

- Creative Bus Shelters

- The selected artist names and renderings were shared with the board. A press release will be issued following approval from GP METRO's Ridership Committee on June 18.
- The merits of having artist statements on plaques were discussed.

- Monthly Newsletter/Monthly Arts Update

- This initiative will be tied into the AR Cultural App Development, which can be thought of as year round first friday listings.

- **Cultural App Development**

- The AR App is an ongoing project that includes revamping the Creative Portland website, which is in dire need of an overhaul. The project will take up a lot of staff time, but will become an essential resource for the City of Portland residents and tourists alike.

- Resources page/links on website
- Virtual Events Calendar

ACTION: Show of hands for importance of these programs

FIRST: Ms. Anker

SECOND: Councilor Chong

VOTE: Unanimous

Section I. B: As Time Permits

- **Grant & Sponsorships Pursuits**

- Originally just 'grant pursuits,' the term 'sponsorship' was added to expand the fundraising scope.

- **Online CP Gallery Art Exhibitions**

- As submissions for our Summer show, *2020 Vision: Past, Present and Future* have already been collected, CP will proceed with this initiative as time permits.

- **Community Outreach/Business Assistance**

- **New revenue generating programs**

- After board feedback, new revenue generating programs were added to the work plan to include programs that will directly support artists while helping Creative Portland fundraise.
- Councilor Chong expressed an interest in a public art project to support the Black Lives Matter movement that may fall under this category.

ACTION: Vote to approve sections A & B of the FY21 Work Plan

FIRST: Ms. Barna

SECOND: Mr. Brenerman

VOTE: Unanimous

Section II: SIGNATURE PROGRAMS BELOW ALL ON HOLD

- **Arts & Culture Summit**
 - Due to the pandemic, this project will be on hold.
- **CP Art Gallery**
 - Creative Portland will move forward with the online exhibition only at this time.
- **Cultural Plan Update**
- **First Friday Art Walk**
 - Due to the pandemic, the City has determined that First Friday Art Walk should not resume until it is safe to gather in large crowds.
- **HEAR HERE**
- **Monday Morning Drop By**
- **Sizzle Reel 2020**
 - Creative Portland has a new volunteer who will help with this project.

Section III: PROGRAMS/INITIATIVES TBD

- **2 Degrees**
 - This program will be absorbed by another organization, as explained in previous board meetings.
- **Arts in the Chamber Series**
 - This program is on hold until further instruction from the Mayor.
- **Board Recruitment**
 - The board decided that new members will be onboarded in September or November, since there is no Board meeting in August.
- **Fall Appeal**
 - CP needs to raise funds for it's operational cost; however, this is a time consuming project that will be difficult to accomplish during furlough.
- **Fiscal Sponsorships**
 - Fiscal Sponsorships may be on hold in the future.

Section IV: IN DEVELOPMENT

The board agreed that these programs can be the feeder pond for grant pursuits and sponsorships.

- **The Workshop (Professional Development)**
- **Artist Job Board**

- **Arts Messaging for Social Distancing in Public Spaces**
- **June 21 Summer Solstice Drum Circle - Eastern Promenade**
 - Creative Portland was unable to obtain a permit for large gatherings during Covid-19, the event is postponed for another year. One board member suggested Thompson's Point as an alternative venue.

FY21 Budget

- The FY21 budget during the pandemic is reduced to \$88,500. The FY20 budget was \$176,000. The difference reflects the loss of sponsorship revenue from FFAW, Arts & Culture Summit, and Hear Here. Creative Portland is considering new programs to generate new revenue.

The next board meeting is Wednesday, July 1.

Meeting adjourned: 1:10 PM

Creative Portland
Statement of Activity Budget vs. Actual
 July 2019 through May 2020

	Jul '19 - May 20	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
4100 · Operations (unrestricted)	69,572	68,333	1,239	101.81%
4200 · Programs	56,764	49,708	7,056	114.19%
4500 · Artist Relief Donations	80,711			
Total Income	207,047	118,042	89,005	175.4%
Cost of Programs				
5000 · Cost of Programs	46,559	29,625	16,934	157.16%
5500 · Artist Relief Grants	31,864			
Total COP	78,424	29,625	48,799	264.72%
Gross Profit	128,623	88,417	40,207	145.47%
Expense				
6000 · Marketing	2,264	5,317	-3,053	42.59%
6100 · Personnel	55,999	52,375	3,624	106.92%
6200 · Occupancy Expenses	7,953	4,850	3,103	163.97%
6300 · Travel	0	1,833	-1,833	0.0%
6500 · Professional Services	9,644	11,989	-2,345	80.44%
6600 · Operating Expenses	7,803	12,183	-4,379	64.05%
6999 · Organizational Development	75	3,667	-3,591	2.06%
Total Expense	83,738	92,213	-8,475	90.81%
Net Ordinary Income	44,885	-3,797	48,682	-1,182.19%
Other Income/Expense				
Other Income				
7000 · Other Income-Expense	-192	0	-192	100.0%
Total Other Income	-192	0	-192	100.0%
Net Other Income	-192	0	-192	100.0%
Net Income	44,693	-3,797	48,490	-1,177.13%

Creative Portland
Statement of Financial Position
As of May 31, 2020

	May 31, 20	Apr 30, 20	\$ Change
ASSETS			
Current Assets			
Checking/Savings			
1010 · Creative Portland Checking	62,425	101,801	-39,376
1015 · Petty Cash	737	737	0
1025 · PayPal Account	0	0	0
Total Checking/Savings	63,162	102,538	-39,376
Accounts Receivable			
1100 · Accounts Receivable	0	0	0
Total Accounts Receivable	0	0	0
Total Current Assets	63,162	102,538	-39,376
Fixed Assets			
1400 · Fixed Assets	31,495	31,796	-300
Total Fixed Assets	31,495	31,796	-300
TOTAL ASSETS	94,657	134,333	-39,676
LIABILITIES & EQUITY			
Liabilities			
Current Liabilities			
Other Current Liabilities			
2500 · Fiscal Sponsorship Liability	3,744	3,744	0
Total Other Current Liabilities	3,744	3,744	0
Total Current Liabilities	3,744	3,744	0
Long Term Liabilities			
2800 · City of Portland Loan	13,133	13,433	-300
Total Long Term Liabilities	13,133	13,433	-300
Total Liabilities	16,877	17,177	-300
Equity			
3050 · Retained Earnings	55	55	0
3100 · Unrest'd Net Assets	33,031	33,031	0
Net Income	44,693	84,069	-39,376
Total Equity	77,780	117,156	-39,376
TOTAL LIABILITIES & EQUITY	94,657	134,333	-39,676

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Executive Director Report 07/01/20

Headline:

The Board approved a FY21 Work Plan & Budget at the June 11 special board meeting. The entire board attended the zoom meeting. THANK YOU!

Finance: FY20 Income to Date: \$207,047

FY20 Budget through May: \$118,042

Raised to Date: \$126,336

(excluding 80k of Relief Fund donations)

Programs:

1. Work Plan & Budget FY21 (approved 6/11/20)

I. NEW PROGRAMS/INITIATIVES:

A. Priorities

- Artist Relief Fund
- Creative Bus
Shelters
- Cultural App Development
- Monthly Newsletter & Arts Update (online only)
- Resources page/links on website
- Virtual Events
Calendar

B. As Time Permits

- Grant & Sponsorships Pursuits
- Online CP Gallery Art Exhibitions
- Community Outreach/Business
Assistance
- New revenue generating programs

II. SIGNATURE PROGRAMS BELOW ALL ON HOLD

- Arts & Culture Summit
- CP Art Gallery

- Cultural Plan Update
- First Friday Art Walk
- HEAR HERE
- Monday Morning Drop By
- Sizzle Reel 2020

III. PROGRAMS/INITIATIVES TBD

- 2 Degrees
- Arts in the Chamber Series
- Board Recruitment
- Fall Appeal
- Fiscal Sponsorships

IV. IN DEVELOPMENT

- The Workshop (Professional Development)
- Artist Job Board
- Arts Messaging for Social Distancing in Public Spaces
- June 21 Summer Solstice Drum Circle - Eastern Promenade

**Creative Portland
Budget Overview
(during Pandemic)
Fiscal Year 2021**

Jul '20 - Jun '21

Ordinary Income/Expense

Income

4100 · Operations (unrestricted)

4110 · Contribution Income

4111 · Small Gifts 0

4112 · Board Challenge 9,000

4116 · Art Sale Contributions

Total 4110 · Contribution Income 9,000

4114 · Special Event 0

4115 · Arts District TIF Funding 0

4140 · Corporate Sponsorships 0

4150 · Fiscal Sponsor Agent Fee 4,000

Total 4100 · Operations (unrestricted) 13,000

4200 · Programs (restricted)

4205 · First Friday Donations 3,000

4225 · Hear Here Income 0

4235 · AR Cultural App 40,000

4245 · CP Gallery Income 500

4285 · Creative Bus Shelter Income 30,000

4270 · Grants & Foundations

4275 · CP Grants 2,000

Total 4270 · Grants & Foundations 2,000

Total 4200 · Programs (restricted) 75,500

Total Income 88,500

Cost of Programs

5000 · Cost of Programs

5030 · Cost of Program - First Friday

5060 · Cost of Program Hear Here

5070 · Cultural Plan - Summit

5140 · Creative Bus Shelter Expenses 30,000

AR Cultural App Expenses 40,000

Total 5000 · Cost of Programs 70,000

5900 · Fundraising Expenses 0

Total COS 70,000

Gross Profit 18,500

Expense

6000 · Marketing

6005 · Comm & Marketing Outreach 2,100

6010 · PR, SM & Community Engagement 1,500

6020 · Website 1,400

6025 · Printing and Reproduction

6000 · Marketing - Other 0

Total 6000 · Marketing 5,000

**Creative Portland
Budget Overview
(during Pandemic)
Fiscal Year 2021**

	Jul '20 - Jun '21
6200 · Occupancy Expenses	
6211 · Office Rent	
6212 · Electricity	3,273
6214 · Water & Sewer	600
6215 · Internet	900
Total 6200 · Occupancy Expenses	4,773
6300 · Travel	
6310 · Travel Expenses	
6300 · Travel - Other	
Total 6300 · Travel	0
6500 · Professional Services	
6530 · Legal Fees	85
6560 · Accounting	9,000
6580 · Other Professional Services	1,200
Total 6500 · Professional Services	10,285
6600 · Operating Expenses	
6605 · Telephone	600
6610 · Software	1,800
Total 6615 · Meetings	500
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	0
Total 6600 · Operating Expenses	10,100
Total Expense	30,159
Net Ordinary Income	-11,659
Other Income/Expense	
Other Income	
7000 · Other Income-Expense	
7200 · In-Kind Donations	47,000
7900 · In-Kind Expenses	47,000
Total 7000 · Other Income-Expense	0
Total Other Income	0
Net Other Income	-1
Net Income	-11,660

2. Current Program Updates:

- a. Creative Bus Shelters** - Finalists and bus shelter locations were selected; press release sent out on 6/30. Installations: Late August/early September.
- b. 2020 Vision: Past, Present & Future** - Curatorial team met and selected 12 artists for our upcoming July 1 virtual exhibition. Press release sent 6/26/20.
- c. Cultural App** - Cultural Plan Branding Work Group met via zoom on 6/24 with city partners and community stakeholders and Yarn to discuss Phase 1 planning & design of the cultural app. Dela Murphy has been hired as a contractor for community outreach.
- d. Arts Messaging Initiative for Social Distancing** - Currently in conversation with the Chamber, Portland Buy Local and PSA to establish arts messaging to safely engage patrons for shopping and dining experiences in parklets, expanded sidewalks and street closures.

3. Intern/Volunteer/Contractors:

Ryan Wallace, a junior at Columbia College in Chicago, is volunteering and working with us 2 days a week, and Dela Murphy, former ED of Friends of Congress Square, has been hired as a part-time contractor to conduct community outreach and to assess venue participation for the cultural app project.