

CREATIVE PORTLAND

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

Board of Directors Meeting
Wednesday, September 9, 2020
3:30 PM
Fort Allen Park (Outside)
9 Eastern Promenade
Portland, ME 04101

AGENDA

1. Welcome and President's Comments

2. Consent Agenda

- A. July Minutes
- B. FY2020 Financials and July Financials
- C. Executive Director Report

ACTION: Vote to Accept Consent Agenda

3. Executive Director Update

- A. Arts & Culture Webinar Agenda
- B. Creative Bus Shelters
- C. Cultural App
- D. Grant Pursuits
- E. Two New Fiscal Sponsorships

4. Annual Report - Draft/Discussion for presentation to Corporator on November 2 or 16, 2020.

5. Board Nominations: Candidates include David Brenerman and Lindsay Hancock

- A. **ACTION:** Vote to renew David Brenerman and to appoint Lindsay Hancock. Discuss Executive
- B. Discuss Executive Committee slate of nominees for October 7th vote.

- 6. SHARE Events/Ideas**
- 7. Closing Comments by President**

Upcoming Meetings: Oct. 7; Nov. 4; Jan. 6; Feb. 3; April 7; May 5; and June 2.

Creative Portland Board Minutes

July 1, 2020

via Zoom webinar

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

Absent: Nicole Barna, Pater Bass.

Staff in Attendance: Dinah Minot, Katie Page.

1. Welcome and President's Comments

- Ms. Anker welcomed the board and commended the group for full attendance at the June 11 meeting.
- A question arose on section four of the June minutes regarding a note pertaining to programs "in development." It was clarified that those particular programs will be on the back burner.

2. Consent Agenda

- o June 3 & June 11 Minutes
- o May Financials
- o Executive Director Report

ACTION: Vote to accept Consent Agenda

First: Mr. Brenerman

Second: Mr. Minter

Vote: Unanimous

3. Executive Director Update

- o **2020 Vision: Past, Present, and Future**
 - The virtual exhibition is now live at creativeportland.com/2020VISION, Through screen-sharing, we scrolled through the exhibition.
 - Norajeane Ferris' piece sold. All art is for sale.
 - Each week we will highlight one artist on Facebook & Instagram
 - Having a facebook event for the exhibition was suggested.
- o **Creative Bus Shelter Initiative**
 - The press release for the Creative Bus Shelter Initiative is on hold until approval from GP METRO.
 - The four selected shelter locations have been approved.
 - The Initiative has the potential to be an enormous marketing campaign for bus ridership, leading board members to ask how we can collect anecdotal information on ridership & data once the Creative Shelters are in place.
 - GP METRO will track ridership
 - The deadline for future NEA funding is August 9, 2020.
- o **Cultural App update**
 - The Branding Workgroup met on June 24, 2020 for an overview of the app development process.

- CP hired [Yarn Corporation](#), the sister company to Big Room Studios to develop the app.
- CP is searching for different template agreements for app creation, to determine potential cut or revenue stream if app is “sold” to another city or region. i

****SCREEN SHARE OF APP MAP BEGINS****

- The app map is a rough wire frame of feature headers or primary nav tabs that will be included in the app. The actual design/aesthetic, which will come at a later stage.
- Think of the app as a 24/7 Art Walk.
- **Welcome:** when first accessing the app, users will be welcomed by an animated image, or welcoming audio that sets a warm, inviting mood.
- The Map: The wayfinding app will be tied into google GPS and will show creative members/destinations nearby.
- **AR Element:** Participating members, depending on membership level) will have a scannable plaque that will show a unique AR Image, customized to their org.
- There will be membership tiers that unlock different features for organizations.
- **FFAW:** will list events unique to First Friday.
- **My Portland:** allows locals and visitors to plan trips ahead of time, select favorites and receive alerts.
- The app will be vetted through a test-build-test-build process, with feedback opportunities from the beta test groups, focus groups and the branding work group.
- Spring 2022 is the projected launch date.
- The app will include music, visual art, performing arts, literary arts, and potentially culinary art venues.
- Dela Murphy (former ED of Friends of Congress Square) has been hired for community outreach to assess organizations’ potential interest.
- **State grant opportunity - application submitted by Public Health for Re-Opening**
 - As City staff, Creative Portland was able to add budget items to EDD’s budget proposal for aspirational and intentional social distancing measures (posters, asphalt stencils, signage, etc.) in a state grant submitted by the Public Health Department.
 - The source of funds is from the federal CARES act, which the governor made available to municipalities. Details of the breakdown of the \$1.8 million received by the city are still being sorted out.
 - It was noted by Councilor Chong who sits on the Economic Recovery Committee that Jennifer Hutchins of MANP is putting forth a \$40 million proposal for non-profits in Maine and that the creative arts communities have been as impacted as tourism and hospitality industries by covid and the creative sector needs to be considered a critical piece of our economy. Councilor Chong will advocate for nonprofit arts orgs at the state level.

4. SHARE events/ideas

- Time has been set aside during board meetings to discuss what is going on in the community and how we can address it.
- The BLM mural in front of city hall was addressed as a project that Creative Portland could have helped with in terms of the vetting process and fundraising.

- It was noted that this is not one and done, and there are a myriad of projects that Creative Portland can initiate.
- It's not about initiating projects, because we do that. It's about receiving the requests when they come into the City and recognizing Creative Portland as a resource and starting point.
- The discussion was about CP having the opportunity to filter and process the requests/proposals to assess value add, arts excellence potential, etc. before bringing to the board to suggest implementation, then CP has a vetting process and governance that includes community buy-in.
- It was also noted that there have been other arts initiatives and new arts or music events directed at various city departments during the pandemic. How can Creative Portland get a seat at the table? We have the ability to fundraise to manage and govern with curatorial teams, so we need to look at how CP can get to the forefront of these city discussions.
 - The board discussed writing a letter to Mayor Kate to encourage collaboration, to remind and inform the city of CP as a resource, and to indicate that CP wants a seat at the table.
- Ms Minot has heard from other artists interested in BLM initiatives and CP has recently engaged with Black Youth Fund as their fiscal sponsor.
- Mr. Minter shared that he will be working with Titi Baccularet and Ryan Adams on a Congress Street Mural in collaboration with the Francis Hotel and Tandem Coffee. Indigo Arts Alliance will house the effort.
 - It was agreed that this would be a wonderful project for Creative Portland to promote.
- The [Beautiful Blackbird Children's Book Festival](#) is another event hosted by Indigo Arts Alliance. Inspired by Maine children's author Ashley Bryant, IAA is releasing activities and readings online that feature Black artists and illustrators and will continue to do so through August 31. They are using various means to get the books into the hands of children. CP featured this festival in the July newsletter.
- The PDC loan was mentioned as an impact on our capability. We have paid off 12k, and would like to discuss and pursue the possibility of forgiveness of the loan.
 - It was suggested that we bring up the loan as an agenda item at the September meeting.

5. Next Board meeting

- Individuals lamented how much they miss seeing each other in person, and suggested hosting a socially distant outdoor meeting in September. The board agreed, and changed the date of the next meeting from September 2, to September 9.
- The next board meeting will be Wednesday, September 9 at 3:30 PM at Fort Allen Park near the ship monument.
- Ms. Minot shared a few highlights from the July Newsletter including [Ending Hunger at Home](#) and the new section 'Board Spotlight' which featured Kate Anker and a whimsical collage by our marvelous volunteer intern.
- Ms. Anker noted that if anyone hears of public art projects, please let us know!

Meeting adjourned: 5:00pm

Creative Portland
Statement of Activity Budget vs. Actual
July 2020

	Jul 20	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
4100 · Operations (unrestricted)	848	1,083	-236	78.25%
4200 · Programs	36,900	3,792	33,108	973.19%
4500 · Artist Relief Donations	800			
Total Income	38,548	4,875	33,673	790.72%
Cost of Goods Sold				
5000 · Cost of Programs	10,419	5,833	4,586	178.62%
5500 · Artist Relief Grants	115			
Total COGS	10,535	5,833	4,701	180.6%
Gross Profit	28,013	-958	28,971	-2,923.1%
Expense				
6000 · Marketing	1,123	417	706	269.5%
6200 · Occupancy Expenses	503	398	105	126.51%
6500 · Professional Services	454	750	-296	60.5%
6600 · Operating Expenses	317	842	-525	37.66%
Total Expense	2,397	2,406	-9	99.62%
Net Ordinary Income	25,616	-3,364	28,981	-761.38%
Other Income/Expense				
Other Income				
7000 · Other Income-Expense	-19			
Total Other Income	-19			
Net Other Income	-19			
Net Income	25,597	-3,364	28,961	-760.81%

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

	Jul 31, 20	Jun 30, 20	\$ Change	% Change
ASSETS				
Current Assets				
Checking/Savings				
1010 · Creative Portland Checking	92,465	71,788	20,676	28.8%
1015 · Petty Cash	512	512	0	0.0%
Total Checking/Savings	<u>92,977</u>	<u>72,300</u>	<u>20,676</u>	<u>28.6%</u>
Total Current Assets	<u>92,977</u>	<u>72,300</u>	<u>20,676</u>	<u>28.6%</u>
Fixed Assets				
1400 · Fixed Assets	<u>30,894</u>	<u>31,195</u>	<u>-300</u>	<u>-0.96%</u>
Total Fixed Assets	<u>30,894</u>	<u>31,195</u>	<u>-300</u>	<u>-0.96%</u>
TOTAL ASSETS	<u>123,871</u>	<u>103,495</u>	<u>20,376</u>	<u>19.69%</u>
LIABILITIES & EQUITY				
Liabilities				
Current Liabilities				
Accounts Payable				
2000 · Accounts Payable	<u>50</u>	<u>0</u>	<u>50</u>	<u>100.0%</u>
Total Accounts Payable	<u>50</u>	<u>0</u>	<u>50</u>	<u>100.0%</u>
Other Current Liabilities				
2500 · Fiscal Sponsorship Liability	<u>6,143</u>	<u>4,314</u>	<u>1,829</u>	<u>42.4%</u>
2900 · Deferred Donation Income	<u>0</u>	<u>6,800</u>	<u>-6,800</u>	<u>-100.0%</u>
Total Other Current Liabilities	<u>6,143</u>	<u>11,114</u>	<u>-4,971</u>	<u>-44.73%</u>
Total Current Liabilities	<u>6,193</u>	<u>11,114</u>	<u>-4,921</u>	<u>-44.28%</u>
Long Term Liabilities				
2800 · City of Portland Loan	<u>12,021</u>	<u>12,321</u>	<u>-300</u>	<u>-2.44%</u>
Total Long Term Liabilities	<u>12,021</u>	<u>12,321</u>	<u>-300</u>	<u>-2.44%</u>
Total Liabilities	<u>18,214</u>	<u>23,435</u>	<u>-5,221</u>	<u>-22.28%</u>
Equity				
3050 · Retained Earnings	<u>0</u>	<u>55</u>	<u>-55</u>	<u>-100.0%</u>
3100 · Unrest'd Net Assets	<u>33,198</u>	<u>33,031</u>	<u>167</u>	<u>0.51%</u>
3200 · Temporarily Rest'd Net Assets	<u>46,862</u>	<u>0</u>	<u>46,862</u>	<u>100.0%</u>
Net Income	<u>25,597</u>	<u>46,973</u>	<u>-21,376</u>	<u>-45.51%</u>
Total Equity	<u>105,657</u>	<u>80,060</u>	<u>25,597</u>	<u>31.97%</u>
TOTAL LIABILITIES & EQUITY	<u>123,871</u>	<u>103,495</u>	<u>20,376</u>	<u>19.69%</u>

CREATIVEPORTLAND^{ME}

Executive Director Report 09/09/20

Staff:

Dinah and Katie are still furloughed on Fridays.

Finance:

FY21 Income through August: \$35,134

FY21 through July: \$25,597

Total Artist Relief Fund donations through August: \$82,196

Balance to be disbursed: \$48.4K

Current Program Updates:

- a) **Creative Bus Shelters** - All three public art bus shelters have been installed. Check the website for photos and our information sheet. Sept 10 ribbon-cutting ceremonies.
- b) **Grant Pursuits:** In August, we applied for an NEA Our Town Grant 2021 and a Roy A. Hunt Foundation grant.
- c) **AR/Cultural App/ CCED2 MAC Implementation Grant:** We are preparing an Augmented Reality (AR) demo to send you before the board meeting on Wed.
- d) **Arts & Culture Webinar** - Sept 22, 2-4pm. Steering committee met on Wed Sept 2 to finalize the agenda.
- e) **Arts Messaging Initiative for City's Public Health Campaign** - Open Call deadline was August 30. Currently reviewing submissions. Looking for facades and surfaces to implement designs.
- f) **Fiscal Sponsorships** - Two new ones: Maine Music Alliance (MEMA) and Black Owned Maine, an online directory of Black-owned businesses.

Board Recruitment:

The nominating committee met on August 5th to interview Board candidates.

Three Board members, including Kate Anker, David Brenerman, and Daniel Minter plan to renew for another term. Three other vacancies are available and so far, two candidates are recommended by the nomination committee including: Lindsay Hancock and Herb Ivy. Peter Bass will be retiring from Creative Portland in November, after 9 years of service.