



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

Board of Directors Meeting

Wednesday, January 6, 2021

3:30 PM

VIA ZOOM

Please click the link below to join the webinar:

<https://zoom.us/j/92084024174>

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Webinar ID: 920 8402 4174

International numbers available: <https://zoom.us/j/92084024174>

AGENDA

1. Welcome and President's Comments

2. Consent Agenda

- A. November Minutes attached.
- B. November Financials attached.

ACTION: Vote to accept Consent Agenda

3. Executive Director Update

- A. Art Banners for City's Public Health Campaign
- B. Branding Work Group Update/Website and Cultural App
- C. Fall Campaign and Board Challenge
- D. FY2021 Income Update
- E. Community Engagement CP Share and Proposed Community Discussion

4. Nominating Committee Board Recommendations

- A. Leah Igo Brooks

- B. Zoe Sahloul

ACTION: Vote to appoint candidates.

5. Portland Public Art Committee Update by Gib Foltz

6. Board Engagement and Volunteer Opportunities

- A. Social Media Activism

- B. US Cities - Best Practice Research: TIFs, Art Districts, and Funding Sources

7. Board Share

8. Closing Comments by President

- A. Next Board meeting is February 3, 2020.

Next Meetings - February 3; April 7; May 5; June 2; July 7; Sept. 1; Oct. 6; Nov. 3

CREATIVEPORTLAND^{ME}

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Creative Portland Board Meeting Minutes

November 4, 2020

via Zoom webinar

Board In Attendance: Kate Anker, Nicole Barna, Lisa Bloss, David Brenerman, Gib Foltz, Eliza Ginn, Lindsay Hancock, Herb Ivy, Dinah Minot, Daniel Minter, Peter Bass

Absent: Gerard Salvo. Greg Mitchell, Councilor Tae Chong.

Staff in Attendance: Dinah Minot, Katie Page.

1. Welcome and President's Comments

Ms. Anker welcomed the board and emphasized that the arts need our support more than ever. All agendas and board materials are available on the city website by the Friday preceding the board meeting. Board members and the public can access the documents at the [Agenda and Minutes Center](#) webpage.

This meeting also serves as the Annual Meeting for Creative Portland. The Annual Report will be presented to the Corporator on November 16.

2. Consent Agenda

Note: Sept financials were already approved at the September board meeting, and October's are not yet available. It was also noted that the financials show simplified expense lines.

One board member asked about the line item for additional income. It was noted as the loan forgiveness from the PDC for \$12,002.

ACTION: Vote to accept Consent Agenda

First: Ms. Barna

Second: Mr. Bass

Vote: Unanimous

3. Executive Director Update

- The banners and signs for the City's Public Health campaign have received press coverage in the Portland Forecaster, Sun Journal, and some news stations.
- Creative Portland is working with the City on additional pole banner placement. All banners will hang throughout the pandemic, or until they look worn or building owners request removal.

- Ms. Minot shared a sample agreement with property developers via screen share. Creative Portland has gained a number of new partnerships because of this initiative.
- Community partners and banner locations are listed on the website under [Arts Messaging for Public Health](#) and a [Scavenger Hunt Page](#).

Portland Artist Relief Fund - Round 2

- Mr. Minter gave an overview of the Relief Fund and the new second round. All artists who applied, who were eligible, were funded in both rounds. On October 30, the PARF Review Committee approved a second round of applicants, with 10 new awards total. Not as many artists applied. The application is rolling so we expect more people to apply as the year goes on.
- Ms. Minot questioned whether we should think about helping specific groups and artistic disciplines or smaller venues in future relief fund processes.

Fall Campaign

- Creative Portland receives a steady stream of donations for the Portland Artist Relief Fund, but needs fundraising to cover the costs of other programs and operating costs. A fall campaign is necessary.
- Board members were engaged in a discussion about content on the Fall Campaign mailer, assessing the value of a mailer vs digital outreach. Personal notes, phone calls etc. Dinah urged Board involvement in the Fall Appeal and recommended a mailer to be available to board members that are willing to send. Otherwise, an eblast and reinforcement on the website and in the December newsletter - always follow up with phone calls.
- Shared Screen: Fall campaign section of the November newsletter. Board members suggested content captions about the Creative Bus shelters, including artist names and a one liner about future plans. CP mission and a link to a web page. QR code for easy access payments, checks or online tab.
- Ms. Anker suggested a brief paragraph with white space for the board to fill out. The card should really encapsulate why to donate to the arts
- The board participated in a roundtable discussion on the mailer.
- Ms Minot posed the question: What is the value add of a mailer this November? Remember, Creative Portland would pay for the mailer, printing, time to design and organize, and of course the stamp.

The board voted on whether to keep the mailer or move to digital only.

In favor of keeping the Mailer: Mr. Foltz, Mr. Bass, Ms. Anker

Others were not too enthusiastic, probably given the feedback that 80% of donations in the past were online.

Other comments:

Ms Barna: I need a webpage, or something engaging, inspiring and captivating that uses simple language "we make the streets cool"

Mr. Minter: One thing about the mailer. If it were something that people wanted to keep, with information about the pieces and the artists with a QR code, it is something that people will keep as an image with reference material on it.

Ms. Minot agreed that we can print 100 for the people who want to use them and then hold off on a big mailer outreach (1000) until we build capacity and a donor database target list. Meanwhile, we will focus on digital outreach and personal contacts, with the Board's engagement, as well as the Board's individual donations.

Phase 2: Website overhaul & Cultural App development

Creative Portland is still working on the development of the cultural app. Even though most people may not know what it is yet, I truly believe that the development of this cultural app will be a gamechanger. We are going into the UX design team phase now

FY20 Annual Report to Corporator on Nov 16 City Council Mtg

Board Update: Farewell to Peter Bass

In Peter's presence, a digital card of praise and acknowledgement was read out loud by Kate & Dinah, as well as other participating board members. Goodbye and Thank you.

- Next board meeting is January 6

Meeting adjourned at 4:59pm

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

	Jul - Nov 20	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
4100 · Operations (unrestricted)	16,899	5,417	11,482	311.98%
4200 · Programs	84,838	18,958	65,880	447.5%
4500 · Artist Relief Donations	5,666			
Total Income	107,403	24,375	83,028	440.63%
Cost of Goods Sold				
5000 · Cost of Programs	54,592	29,167	25,426	187.17%
5500 · Artist Relief Grants	5,156			
Total COGS	59,748	29,167	30,581	204.85%
Gross Profit	47,655	-4,792	52,447	-994.54%
Expense				
6000 · Marketing	1,783	2,083	-300	85.61%
6100 · Personnel	0	0	0	0.0%
6200 · Occupancy Expenses	2,533	1,989	545	127.39%
6300 · Travel	0	0	0	0.0%
6500 · Professional Services	2,671	4,950	-2,279	53.97%
6600 · Operating Expenses	1,869	4,208	-2,339	44.41%
6999 · Organizational Developme	0	0	0	0.0%
Total Expense	8,857	13,230	-4,373	66.94%
Net Ordinary Income	38,798	-18,022	56,820	-215.28%
Other Income/Expense				
Other Income				
7000 · Other Income-Expense	-19			
7030 · Other Income	12,021			
Total Other Income	12,002			
Net Other Income	12,002			
Net Income	50,800	-18,022	68,822	-281.87%

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

	Oct 31, 20	Sep 30, 20	\$ Change	% Change
ASSETS				
Current Assets				
Checking/Savings				
1010 · Creative Portland Checking	132,980	109,543	23,437	21.4%
1015 · Petty Cash	812	812	0	0.0%
Total Checking/Savings	<u>133,792</u>	<u>110,355</u>	<u>23,437</u>	<u>21.24%</u>
Total Current Assets	<u>133,792</u>	<u>110,355</u>	<u>23,437</u>	<u>21.24%</u>
Fixed Assets				
1400 · Fixed Assets	29,692	29,993	-300	-1.0%
Total Fixed Assets	<u>29,692</u>	<u>29,993</u>	<u>-300</u>	<u>-1.0%</u>
TOTAL ASSETS	<u>163,484</u>	<u>140,348</u>	<u>23,136</u>	<u>16.49%</u>
LIABILITIES & EQUITY				
Liabilities				
Current Liabilities				
Accounts Payable				
2000 · Accounts Payable	515	50	465	930.0%
Total Accounts Payable	<u>515</u>	<u>50</u>	<u>465</u>	<u>930.0%</u>
Other Current Liabilities				
2500 · Fiscal Sponsorship Liability	30,809	8,650	22,160	256.2%
Total Other Current Liabilities	<u>30,809</u>	<u>8,650</u>	<u>22,160</u>	<u>256.2%</u>
Total Current Liabilities	<u>31,324</u>	<u>8,700</u>	<u>22,625</u>	<u>260.07%</u>
Long Term Liabilities				
2800 · City of Portland Loan	0	0	0	0.0%
Total Long Term Liabilities	<u>0</u>	<u>0</u>	<u>0</u>	<u>0.0%</u>
Total Liabilities	<u>31,324</u>	<u>8,700</u>	<u>22,625</u>	<u>260.07%</u>
Equity				
3050 · Retained Earnings	1,300	1,300	0	0.0%
3100 · Unrest'd Net Assets	33,198	33,198	0	0.0%
3200 · Temporarily Rest'd Net Assets	46,862	46,862	0	0.0%
Net Income	50,800	50,288	512	1.02%
Total Equity	<u>132,160</u>	<u>131,648</u>	<u>512</u>	<u>0.39%</u>
TOTAL LIABILITIES & EQUITY	<u>163,484</u>	<u>140,348</u>	<u>23,136</u>	<u>16.49%</u>