



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

Board of Directors Meeting

Wednesday, June 9, 2021

3:30 PM

Zoom Webinar for Creative Portland Board

Virtual meetings using emergency legislation approved by LD 2167; 1 M.R.S. §403-A, authorizes cities and towns to conduct meetings online. This meeting will be conducted remotely using Zoom.

Allow your computer to install the free Zoom app to get the best meeting experience.

For public comment, you will need to use the "raise your hand" feature. To raise your hand via the telephone, please hit *9. You will be un-muted by the host when it is time for public comment.

Please click the link below to join the webinar:

<https://zoom.us/j/92344766782>

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Webinar ID: 923 4476 6782

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AGENDA

1. Welcome and President's Comments

2. Consent Agenda

- A. May Minutes (attached)
- B. May Financials (attached)

ACTION: Vote to accept Consent Agenda.

3. Executive Director Update

- A. Seaweed Bus Shelter Unveiling
- B. Kneeling Photography Project Gallery Opening
- C. First Friday Art Walk Update

- D. Arts Community Discussions
 - June 21: Reopen & Revive
 - September 21: 4th Annual Arts & Culture Summit
- E. New Fiscal Sponsorship - Arts at Greenwood Garden
- F. Creative Portland App Update
- G. FY2022 Work Plan and Budget
 - Update on TIF Amendment
 - Review CP Proposed Work Plan

4. Board Share

5. Closing Comments by President

Next Meeting - July 7, 2021.

Please note that there is no meeting in August, and the September 1, 2021, date will move to September 8, 2021.

2021 Board Meeting Dates:

July 7

September 8

October 6

November 3

CREATIVE PORTLAND^{ME}

84 Free Street | Portland, ME 04101 | 207-370-4784

MINUTES

Board of Directors Annual Meeting

Wednesday, May 5, 2021

Via [Zoom](#)

Attendees: Kate Anker, Kirstie Archambault, Nicole Barna, Lisa Bloss, David Brenerman, Councilor Tae Chong, Gib Foltz, Eliza Ginn, Lindsay Hancock, Herb Ivy, Dinah Minot, Daniel Minter, Greg Mitchell, Gerard Salvo, Zoe Sahloul

Staff: Katie Page

Absent: Leah Igo Brooks

1. Welcome & Presidents Comments

- Future board recruitment should include individuals who are fundraisers.
- It's been a busy month for Creative Portland. The new barricade covers for the street closures received a lot of press, although two were stolen.
- The board proposed selling the barricade artists' designs. This would need to be discussed with the artists prior to any transaction.
- Justin Fell's painting "Friends I Wish I Had" sold at the CP x Anthropologie showcase.
- There is an upcoming article on Creative Portland's barricades in the Portland Press Herald.
- Greg Mitchell (ex officio) will be leaving public service on June 30. The board remarked that his departure is a huge loss for the City and Creative Portland.

2. Consent Agenda

- Gib Foltz was not listed on the April Minutes. The omission has been corrected.

ACTION: Vote to accept Consent Agenda

FIRST: Councilor Tae Chong

SECOND: Nicole Barna

VOTE: Unanimous approval

3. TIF Increase Update

- Creative Portland is actively advocating for more funding through a TIF increase. This follows a unanimous 4/0 vote in favor of the increase from the Housing and Economic Development Committee (HEDC). The approval was not listed in the City Manager's budget recommendations and will need to go through both the finance committee and city council vote.

- President Anker is drafting an advocacy letter to the city council. The letter will be shared with the board for talking points for board members to use for their own advocacy. The next committee meetings are slated for May 13 and June 7.

4. Executive Director Update

Creative Portland App

- The Branding Work Group met on April 27 to discuss the website overhaul and the cultural app.
 - Originally referred to as the "PAC App (Portland Arts & Culture App) the mobile application will now be called the "Creative Portland App" for branding purposes. The board agreed to this change.
 - The app will be presented on June 21, 2021, during Creative Portland's Reopen & Revive community discussion. The discussion will cover reopening post-pandemic, possible outdoor performance venues, and app functionality.
- Ms. Minot shared design mock-ups of the Creative Portland App via screen share.
 - The board discussed a potential artist database connected to the app. Ms. Minot is considering asking artists for a \$250 membership and waivers for those who cannot afford the app. She is also considering a rotation that promotes twelve artists per year.
 - Any artist can submit a listing, but they will be vetted based on artistic merit by a review team.
 - Ms. Minot shared the six membership and sponsorship tiers for the Creative Portland App.
- Ms. Minot shared the tentative Beta Test Group. The board agreed that it should include residents who are neither immersed in the arts nor tech-savvy.
- The board shared concern over maintaining a database with numerous/changing tiers and whether six categories of sponsorship might be overwhelming.
 - Ms. Minot clarified that sponsorship outreach will be targeted.

Other Updates

- Creative Portland received additional press for the Art Banners for Public Health campaign including WMTW, WMGE, and Reddit.
- The announcement for the NEA Our Town award for the expansion of the Creative Bus Shelter Project will occur after May 12 per NEA regulations.
- The fourth, seaweed-inspired shelter for phase one of the Creative Bus Shelter Initiative will be installed in May at the Portland Transportation Center near Concord Coach.
 - The shelter is by Maine artist David Wilson who emigrated from Scotland.
 - We need more sponsorship and investment for the program.
- There was damage to Ebenezer Akakpo's Shelter on Congress Street.

5. Gathering Stones

- Ms. Minot convened a group to acquire the temporary installation *Gathering Stones* by Jesse Salisbury as a permanent piece in the City of Portland's collection. She asked for the board's permission to fundraise on behalf of the group, which includes PPAC, Portland Parks & Rec, and TEMPOarts.

Action: Vote to fundraise to help PPAC acquire Gathering Stones

FIRST: Nicole Barna

SECOND: Eliza Ginn

VOTE: Unanimous approval

6. FY22 Work Plan & New Programs

- The board determined to wait to approve the FY22 Work Plan until the TIF increase request is finalized in June.
- Ms. Minot proposed an additional program, the Creative Portland Public Art and Art Installation Committee: a volunteer team available for consultation to consider art requests and inquiries from the private sector. The group will meet for the first time on May 11.

7. In Closing

- The City Council meeting that will determine TIF request approval follows the next board meeting, the board agreed to postpone the next meeting to June 9.
- Ms. Barna shared that next Wednesday, May 12 is the Maine Ad & Design Award (Broderson's) for Maine creative agencies.

Meeting adjourned: 5:30 pm

Creative Portland
Statement of Activity Budget vs. Actual
 July through May 2021

	Jul '20 - May 21	FY21 Budget	\$ Over Budget	% of Total Budget
Ordinary Income/Expense				
Income				
4100 · Operations (unrestricted)	41,747	13,000	28,747	321.13%
4200 · Programs	143,300	75,500	67,800	189.8%
4500 · Artist Relief Donations	8,019		8,019	100.0%
Total Income	193,066	88,500	104,566	218.15%
Cost of Goods Sold				
5000 · Cost of Programs	106,660	70,000	36,660	152.37%
5500 · Artist Relief Grants	19,655			
Total COGS	126,315	70,000	56,315	180.45%
Gross Profit	66,751	18,500	48,251	360.82%
Expense				
6000 · Marketing	1,167	5,000	-3,833	23.34%
6100 · Personnel	0	0	0	0.0%
6200 · Occupancy Expenses	10,027	4,773	5,254	210.08%
6300 · Travel	0	0	0	0.0%
6500 · Professional Services	6,302	10,285	-3,983	61.27%
6600 · Operating Expenses	6,470	10,100	-3,631	64.05%
6999 · Organizational Development	0	0	0	0.0%
Total Expense	23,965	30,158	-6,193	79.47%
Net Ordinary Income	42,786	-11,658	54,444	-367.01%
Other Income/Expense				
Other Income				
7000 · Other Income-Expense	-17			
7030 · Other Income	12,021			
Total Other Income	12,004			
Net Other Income	12,004			
Net Income	54,790	-11,658	66,448	-469.98%

Creative Portland
Statement of Financial Position
As of May 31, 2021

	May 31, 21	Apr 30, 21	\$ Change	% Change
ASSETS				
Current Assets				
Checking/Savings				
1010 · Creative Portland Checking	125,208	133,242	(8,034)	-6.03%
1011 · GSB Savings 5265	10,002	10,002	0	0.0%
1015 · Petty Cash	1,112	1,112	-	0.0%
Total Checking/Savings	<u>136,322</u>	<u>144,355</u>	<u>(8,033)</u>	<u>-5.57%</u>
Other Current Assets				
12000 · Undeposited Funds	-	-	-	0.0%
Total Other Current Assets	<u>-</u>	<u>-</u>	<u>-</u>	<u>0.0%</u>
Total Current Assets	<u>136,322</u>	<u>144,355</u>	<u>(8,033)</u>	<u>-5.57%</u>
Fixed Assets				
1400 · Fixed Assets	<u>30,842</u>	<u>31,143</u>	<u>(300)</u>	<u>-0.97%</u>
Total Fixed Assets	<u>30,842</u>	<u>31,143</u>	<u>(300)</u>	<u>-0.97%</u>
TOTAL ASSETS	<u>167,164</u>	<u>175,498</u>	<u>(8,334)</u>	<u>-4.75%</u>
LIABILITIES & EQUITY				
Liabilities				
Current Liabilities				
Accounts Payable				
2000 · Accounts Payable	<u>100</u>	<u>1,100</u>	<u>(1,000)</u>	<u>-90.91%</u>
Total Accounts Payable	<u>100</u>	<u>1,100</u>	<u>(1,000)</u>	<u>-90.91%</u>
Other Current Liabilities				
2500 · Fiscal Sponsorship Liability	<u>30,914</u>	<u>29,320</u>	<u>1,594</u>	<u>5.44%</u>
Total Other Current Liabilities	<u>30,914</u>	<u>29,320</u>	<u>1,594</u>	<u>5.44%</u>
Total Current Liabilities	<u>31,014</u>	<u>30,420</u>	<u>594</u>	<u>1.95%</u>
Long Term Liabilities				
2800 · City of Portland Loan	<u>-</u>	<u>-</u>	<u>-</u>	<u>0.0%</u>
Total Long Term Liabilities	<u>-</u>	<u>-</u>	<u>-</u>	<u>0.0%</u>
Total Liabilities	<u>31,014</u>	<u>30,420</u>	<u>594</u>	<u>1.95%</u>
Equity				
3050 · Retained Earnings	<u>1,300</u>	<u>1,300</u>	<u>-</u>	<u>0.0%</u>
3100 · Unrest'd Net Assets	<u>33,198</u>	<u>33,198</u>	<u>-</u>	<u>0.0%</u>
3200 · Temporarily Rest'd Net Assets	<u>46,862</u>	<u>46,862</u>	<u>-</u>	<u>0.0%</u>
Net Income	<u>54,790</u>	<u>63,717</u>	<u>(8,928)</u>	<u>-14.01%</u>
Total Equity	<u>136,150</u>	<u>145,077</u>	<u>(8,928)</u>	<u>-6.15%</u>
TOTAL LIABILITIES & EQUITY	<u>167,164</u>	<u>175,498</u>	<u>(8,334)</u>	<u>-4.75%</u>