



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

Board of Directors Meeting

Wednesday, July 7, 2021

3:30 PM

AGENDA

1. Zoom Meeting Information

- A. Please click the link below to join the webinar:

<https://zoom.us/j/94041772166?pwd=K2xUdjUwLzhTN2w3KzdGUXo3cXZPd09>

Passcode: meet

Or One tap mobile :

US: +13126266799,,94041772166# or +16465588656,,94041772166#

Or Telephone:

Dial(for higher quality, dial a number based on your current location):

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+1 669 900 9128 or +1 253 215 8782

Webinar ID: 940 4177 2166

International numbers available: <https://zoom.us/j/94041772166?pwd=K2xUdjUwLzhTN2w3KzdGUXo3cXZPd09>

2. Welcome and President's Comments

3. Consent Agenda

- A. June Minutes (Attached)
- B. May Financials (Attached - Already Approved)
- C. Executive Director FY2021 Year End Update
ACTION: Vote to Accept Consent Agenda

4. Cultural App Update

5. TIF/City Funding Update

6. ARP Funding Process

7. Board Share

8. Closing Comments by President

- A. Next Board meeting is on September 8, 2021.

Next Meeting -

CREATIVE PORTLAND^{ME}

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

Minutes

Board of Directors Annual Meeting

Wednesday, June 9, 2021

Attendees: Kate Anker, Kirstie Archambault, Lisa Bloss, David Brenerman, Councilor Tae Chong, Gib Foltz, Leah Igo Brooks, Herb Ivy, Dinah Minot, Daniel Minter, Zoe Sahloul, Gerard Salvo

Staff: Mary Davis, Cat Flaherty, Katie Page

Absent: Nicole Barna, Eliza Ginn, Lindsay Hancock

Consent Agenda

The board had no questions or concerns regarding the consent agenda.

ACTION: Vote to accept Consent Agenda

FIRST: Ms. Archambault

SECOND: Councilor Chong

VOTE: Unanimous approval

Executive Director Update

- On June 1, Creative Portland (CP) celebrated the unveiling of *Seaweed Shelter* at Portland Transportation Center. The shelter is a permanent installation made possible by an NEA matching grant.
 - CP recently received a second NEA grant to continue the Creative Bus Shelter Initiative.
 - The event included representatives from the Maine Arts Commission, GP Metro, the Portland Transportation Center, SPACE, Portland Downtown, City of Portland, GPCOG, along with the Mayor.
 - GPCOG will tour the shelters on July 16, 2021, with Americorps' Resilience Corp.
 - Press coverage of the Project includes the Bangor Daily News, Portland, Press Herald, and a "Why Not Here?" column in a Sacramento news outlet.
- CP is the fiscal sponsor for the Kneeling Art Photography Project led by artist Titi De Baccarat. The project hosted an art opening at a new gallery space at 525 Danforth Street in Portland. Creative Portland will help curate the book for the project. Nicole Barna will represent the board on the curatorial team.
- First Friday Art Walk resumes July 2. Creative Portland will curate and announce participating organizations, but there will be limited programming and no street closures. This is a slow roll-out, with more in August and September.

Update on TIF amendment

- Councilor Chong provided an update on the TIF budget increase process through the City of Portland. Due to confusion regarding the TIF process, the request was not voted on and was tabled until September, following a Council workshop in July 2021.

Ms. Sahoul left the meeting due to previous engagements.

- The board discussed the possibility of expanding the Creative Bus Shelter Initiative to include artful bus wraps, potentially funded by MAC, that relate to the existing shelters. Ms. Minot likes the idea and reinforced that it has already been discussed by the creative bus shelter team. She expressed concerns regarding restricted grant funds from two government agencies, but suggested that new programs could be created with new grants in the future. The current priority, however, is to create 3-4 more creative bus shelters, before seeking additional funds and staff time on marketing initiatives, like wrapped buses, to promote the existing ones.

FY22 Workplan & Budget

- The board discussed the programs listed in the FY22 Work plan. Major points include:
 - The Creative Portland app
 - The Beta Test Group will begin soon. The group tests user-friendliness and allows for community input. Group members will meet individually with Ms. Minot and the app developers to discuss usability.
 - App Timeline: **June 15**, Media assets for the app are due; **June 21**, Creative Portland will host Reopen & Revive and will show an app simulation. Board members are encouraged to attend and can access the free “ARTIST” code; **July 1**, prototype launch; **February '22**, app launch.
 - Ms. Minot will share a sponsorship rate card with the board to use for recruiting app sponsors.
 - Ms. Minot shared a nine-second animation for the app that will be used for the onboarding process and to attract visitors to download the app.

Mr. Salvo left the meeting due to previous engagements.

- First Friday Art Walk
 - CP needs additional funding to improve FFAW. Funds would be spent on management and artists, including the hiring of support staff, cadets, or city staff to monitor code compliance, city street closures, and to hire artists and equipment for pop-ups.
- Arts Community Discussions
 - Ms. Minot expressed hosting one annual Arts & Culture Summit, followed by smaller discussion groups. Monday Morning Drop By can replace the online discussions that have occurred throughout the Pandemic.
- Arts & Music Festivals, Creative Portland Gallery, and Public Art are earmarked as vulnerable programs, dependent on staff capacity and funding.
- Ms. Minot shared a budget update for the Portland Artist Relief Fund, which has raised \$95,000 to date.
- The board discussed the FY22 Budget.
 - The board discussed the cost of particular programs and approved a budget of \$235,850 reflecting a \$20K deficit.
 - The board understands that FY21 profits will help to resolve the deficit, if necessary.
 - The board proposed approving the budget and revisiting it in September, following the City of Portland TIF workshop in July.

ACTION: Vote to approve the FY22 Budget, with a caveat to revisit in September

FIRST: Councilor Tae Chong
SECOND: Mr. Brenerman
VOTE: Unanimous

Ms. Minot shared Arts at Greenwood Garden (Peaks Island) as a new fiscal sponsorship for CP.

Board Shares

- President Anker shared that Friday, June 11 there will be music, performance, dance, puppets, and beer along Anderson Street for a "Midsummer Night's Dream: Carnival Concert." The event is from 3:00 PM - 8:00 PM and is run by Portland Bach Experience/Classical Uprising. Running with Scissors will participate.
- Mr. Minter shared that Indigo Arts Alliance is preparing for a virtual event of the Beautiful Blackbird Festival in August and welcoming new artists-in-residence from New York and New Orleans.
- Ms. Davis introduced herself as the interim director of the HEDD following Greg Mitchell's departure.
- Ms. Archambault shared that Visit Portland will be hosting an influencer tour promoting happenings across Maine. The group will participate in a public art tour and visit the Portland Museum of Art.
- Mr. Ivy shared that Ms. Minot will be doing a radio interview on June 15 to promote First Friday and other CP programs that will run on seven different radio stations.

Ms. Minot and President Anker thanked the board for their service and wonderful support.

Motion to Adjourn

First: Mr. Brenerman
Second: Mr. Minter

Meeting adjourned: 5:13 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>

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Executive Director Report

July 7, 2021

1. Creative Portland in the Press

- a. [Sacramento, CA SACTOWN - creative bus shelters- Why Not Here?](#)
- b. [First Friday Art Walk](#) is back (Portland Phoenix)
- c. [WBLM/WCNY Townsquare](#) First Friday Art Walk
- d. WMPG - PSAs for two weeks
- e. [Bangor Daily News Photo Essay](#) by Troy Bennett
(all four creative bus shelters included)

2. New Fiscal Sponsorships

- a. Arts in Greenwood
Arts At Greenwood Garden is a summer and fall season concert and arts residency series on Peaks Island on the site of the former Greenwood Garden amusement park.
- b. Let's Record! at The Studio Portland
Provides dynamic, hands-on, audio engineering and production training courses to high school students, while providing opportunities for all motivated students regardless of socioeconomic backgrounds.

3. Grant Update

- a. Final report update due September 28 to NEA Our Town committee for Phase 1 creative bus shelters.
- b. **NEA Grant for Arts Project** rewrite submission due July 20

4. First Friday Art Walk resumed on July 2

- a. WMPG & WBLM PSA & promotion
- b. July newsletter promotion
- c. City Round-up notice - two weeks in a row
(recap to follow at 7/7 board mtg)

5. Creative Portland App development

- a. Website & app in phase 3/4 of development

- b. Beta test groups are forming to assess prototype
- c. Sponsorship outreach underway

6. Public Art Installations curated by CP

- a. Lancaster Plaza Arbor - Hanover & Parris (Clint Fulkerson)
- b. Nucleus-One mural installation (Carter Shappy)
- c. Banners coming down - sale, resume etc
- d. New flagpole banners going up - Open Call issued July 1
- e. Open Call to be published in August for Phase 2 bus shelter initiative

7. FY22 Work Plan & Budget (attached)

Approved at 6/9 board meeting, with a re-assessment in the Fall, depending on the City's public investment. Note: July 22 TIF request/summer funding on Finance Committee agenda.