



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

Board of Directors Meeting
Wednesday, February 2, 2022
3:30 PM

AGENDA

1. Zoom Public Meeting Information

A. Join Zoom Meeting:

<https://us02web.zoom.us/j/89445594918?pwd=TERQaXRUUUEyeGVaa3RWb1I5U2Q0dz09>

2. Welcome and President's Comments

3. Consent Agenda

A. January Minutes - Attached

B. December Financials - Attached

ACTION: Vote to accept Consent Agenda

4. Executive Director Update

A. Staff and Office Update

B. Annual Appeal

C. Feb FFAW Cancellation

D. Artist Relief Fund

E. Creative Bus Shelters - Review Committee Update

F. Flagpole Art Banner Designs - Part 2

G. Website and Cultural App Update

H. Mid-Year Budget Assessment

I. Fiscal Sponsorship Program

J. Arts Advocacy Group Forming - 1% Advocacy Committee

5. Budget

- A. Office of Creative Portland FY2023 Budget Request
- B. TIF Increase Request - \$155,000
- C. American Rescue Plan Act (ARPA) Pursuit
- D. FY2023 Work Plan Draft Discussion
- E. AEP6 Economic Impact Study

6. Board Share and Comments

FY2022 Board Meeting Remaining Dates: March - No Meeting; April 6, 2023; May 4, 2023

Minutes

Remote Creative Portland Board Meeting

January 5, 2022

NOTE: This meeting was held via Zoom. These Minutes provide a record of those in attendance, general discussion taking place, and motions made.

A remote meeting of the Board of Directors of Creative Portland was held on Wednesday, January 5, 2022, via Zoom. Present from the Board were Board President Kate Anker and Directors Kirstie Archambeault, Lisa Bloss, David Brenerman, Leah Brooks, Maile Buker, Councilor Tae Chong, Gib Foltz, Eliza Ginn, Lindsay Hancock, Herb Ivy, Anne McGuire, and Gerard Salvo. Directors not able to be present included Daniel Minter and Zoe Sahloul. Present from City staff were Housing and Economic Development Interim Director Mary Davis, Creative Portland Executive Director Dinah Minot, and Principal Adm. Officer Lori Paulette. Also present was Creative Portland contract employee Cornelia Calder.

Item #1: Zoom Public Meeting Information – No Committee Action Required.

Item #2: Welcome and President's Comments

President Anker thanked all for attending and welcomed new Board Maile Buker; introductions were then made, with Directors providing feedback on the accomplishments of Creative Portland, particularly during the Pandemic, and the added vitality and color it brings to Portland and the support for the artists and creative economy.

Item #3: Consent Agenda: (a) November Draft Minutes; and, (b) November Financials.

Mr. Foltz inquired about anticipated grants coming in to offset the deficit, and Ms. Minot

indicated that this will be discussed later on during the Executive Director's report.

On motion then made by Mr. Brenerman, seconded by Mr. Foltz, the Board voted 13-0 in favor of accepting the Minutes and Financial Report as presented.

Item #4: Executive Director Update

A. Annual Appeal

Ms. Minot noted that the Annual Appeal includes grants, small gifts, and CP Board challenge. Regarding the deficit in the Financials, she indicated this to be a timing of expenses and when grants come in. Ms. Minot also noted that the CP Accountant is on vacation so the Financials are November month end, not December month end. In addition, CP has seen revenue from foundations that it did not apply to, noting that word must be getting out on CP's good work, and that CP now has over 4,500 active participants in its Constant Contact.

B. Cultural App

Ms. Minot indicated that the launch of Cultural App (CA) is expected to be in February or March with a metrics system to be able to provide updates on statistics on its use, as well as ease for updates by those using it. The CP website is also being transferred to a new platform and she is looking for sponsors and to solicit editors for a blog and partners to house it, but all curated by CP. Board members discussed possible sponsors and noted their willingness to assist. Sponsor ideas included Visit Portland, Townsquare Media, MaineHealth, Concord Trailways, realtors, employers who support the arts, employee recruiters, among a few.

Ms. Minot thanked the Board for the feedback, noting creating more outreach is important for CP and its services, and spotlighting artists.

C. Bus Shelters

Ms. Minot noted that there were 13-14 applications for bus shelter designs, up double from the first round. These will be reviewed this month, and chosen finalists will prepare renderings. Metro commits to maintaining these which is very supportive for CP. The shelters will be both on and off peninsula, with perhaps three on Congress Street and another possibly in the Woodfords area. Installations are estimated to be between July and September.

D. City Investment FY2022

Ms. Minot indicated that there is no new news. The Board put in a TIF request into the City 3/2021 to raise the \$100,000 Downtown TIF cap to CP to a floor of \$155,000, and this is now being discussed during the City's FY2023 budget process. Ms. Minot added that at a meeting in September 2021, Councilor Mavodones noted that the City could, perhaps, provide up to an additional \$25,000 to CP during FY2022 for CP's part-time contractors.

Ms. Davis said that this is being discussed, to come from savings from vacant positions. She estimated that the final amount could be \$18,500 to CP, noting that it should be final by the end of the month.

Councilor Chong said that he will be advocating for a floor of \$200,000 to CP.

Ms. Minot also updated the Board that an arts community of stakeholders will be lobbying to have the percentage in the City's CIP process increased from .05% to 1% for the arts.

Item #5: Nominating Committee Update – ACTION: Vote to appoint Alice Spencer to the CP Board of Directors

President Anker noted that the Executive Committee met and had an excellent interview with Alice Spencer and all felt supportive of bringing this nomination to the Board for approval.

Ms. Minot added that Ms. Spencer is interested in being on the Committee to support raising the percentage in the CIP to support the arts.

Mr. Brenerman noted Ms. Spencer's prior commitment to the Portland Public Art Committee (PPAC), her long history, and being an artist herself. He then made a motion to appoint Ms. Spencer to the Board; Ms. Hancock seconded the motion and it passed 13-0.

Item #6: UPDATE – City TIF Increase Request for FY2023 Budget + 1% Committee

Previously discussed.

Item #7: Board Share and Comments

Ms. Hancock said that she participated in her first PPAC meeting, and it was great to be part of the process. The PPAC approved a budget for the Merrill polar bear art installation in the Bramhall area. Mr. Foltz also noted the great design, and Ms. Hancock said she would share that design at the next meeting.

There was then discussion about moving Jesse's Stones from the Eastern Prom with Board members noting that they would rather have them stay where they are. Ms. Minot will follow-up on this issue.

Councilor Chong noted that he loved the mask-up messaging CP did and asked about a message campaign for self-care, mental health, healing.

Ms. Minot noted that CP had an open call for this kind of messaging and had printed and paid for posters, but COVID hit again and the mask-up messaging stayed up, except for those on big buildings.

President Anker requested that these posters be shared at the next meeting. She also noted that her parking lot will have a booster vaccine event this weekend, in partnership with Goodfire Brewing.

Ms. Archambeault noted that Visit Portland is creating videos to showcase art and local talent and will share them with the Board when ready.

Ms. Hancock noted a family friendly music event to be held in June at Thompson's Point with adults and children playing music outside.

Noting no further information/sharing, the consensus of the Board was to adjourn at approximately 4:40 p.m.

Respectfully, Lori Paulette

Creative Portland
Statement of Activity Budget vs. Actual
December 2021

	Jul - Dec 21	FY22 Budget	\$ Over Budget	% of Total Budget
Ordinary Income/Expense				
Income				
4100 · Operations (unrestricted)	27,830	47,396	-19,566	58.72%
4200 · Programs	11,052	34,208	-23,157	32.31%
4500 · Artist Relief Donations	647			
Total Income	<u>39,528</u>	<u>81,604</u>	<u>-42,076</u>	<u>48.44%</u>
Cost of Goods Sold				
5000 · Cost of Programs	38,089	71,042	-32,953	53.62%
5500 · Artist Relief Grants	1,500			
Total COGS	<u>39,589</u>	<u>71,042</u>	<u>-31,453</u>	<u>55.73%</u>
Gross Profit	<u>-61</u>	<u>10,562</u>	<u>-10,623</u>	<u>-0.57%</u>
Expense				
6000 · Marketing	5,122	17,500	-12,379	29.27%
6200 · Occupancy Expenses	4,219	4,005	213	105.33%
6300 · Travel	2	1,082	-1,079	0.21%
6500 · Professional Services	4,650	8,333	-3,683	55.8%
6600 · Operating Expenses	3,133	4,975	-1,842	62.98%
Total Expense	<u>17,126</u>	<u>35,895</u>	<u>-18,769</u>	<u>47.71%</u>
Net Ordinary Income	<u>-17,187</u>	<u>-25,333</u>	<u>8,146</u>	<u>67.85%</u>
Other Income/Expense				
Other Income				
7000 · Other Income-Expense	12	0	12	100.0%
Total Other Income	<u>12</u>	<u>0</u>	<u>12</u>	<u>100.0%</u>
Net Other Income	<u>12</u>	<u>0</u>	<u>12</u>	<u>100.0%</u>
Net Income	<u><u>-17,175</u></u>	<u><u>-25,333</u></u>	<u><u>8,158</u></u>	<u><u>67.8%</u></u>

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

	Dec 31, 21	Nov 30, 21	\$ Change	% Change
ASSETS				
Current Assets				
Checking/Savings				
1010 · Creative Portland Checking	61,188	57,741	(5,967)	5.97%
1011 · GSB Savings 5265	50,006	47,244	-	5.85%
1015 · Petty Cash	305	305	-	0.0%
Total Checking/Savings	111,499	105,290	6,209	5.9%
Other Current Assets				
12000 · Undeposited Funds	0	0	-	0.0%
Total Other Current Assets	0	0	-	0.0%
Total Current Assets	111,499	105,290	6,209	5.9%
Fixed Assets				
1400 · Fixed Assets	28,739	29,039	(300)	-1.04%
Total Fixed Assets	28,739	29,039	(300)	-1.04%
TOTAL ASSETS	140,238	134,330	5,908	4.4%
LIABILITIES & EQUITY				
Liabilities				
Current Liabilities				
Accounts Payable				
2000 · Accounts Payable	0	0	-	0.0%
Total Accounts Payable	0	0	-	0.0%
Other Current Liabilities				
2500 · Fiscal Sponsorship Liability	30,366	36,451	(6,085)	-16.69%
Total Other Current Liabilities	30,366	36,451	(6,085)	-16.69%
Total Current Liabilities	30,366	36,451	(6,085)	-16.69%
Total Liabilities	30,366	36,451	(6,085)	-16.69%
Equity				
3050 · Retained Earnings	46,987	46,987	-	0.0%
3100 · Unrest'd Net Assets	33,198	33,198	-	0.0%
3200 · Temporarily Rest'd Net Assets	46,862	46,862	-	0.0%
Net Income	-17,175	-29,168	11,993	41.12%
Total Equity	109,872	97,879	11,993	12.25%
TOTAL LIABILITIES & EQUITY	140,238	134,330	5,908	4.4%