

CREATIVE PORTLAND

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

Board of Directors Meeting

Wednesday, May 4, 2022

3:30 PM

VIA Zoom Link Below

Join Zoom Meeting

<https://us02web.zoom.us/j/88664090527?pwd=SWJFckNCd3ZJNjZsRGxvcVg5UWpKUT09>

Meeting ID: 886 6409 0527 Passcode: meet

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OUR MISSION STATEMENT

Creative Portland's mission is to support the creative economy through the arts by providing essential resources, by fostering partnerships, and by promoting Portland's artistic talents and cultural assets. As the official nonprofit arts agency, we support economic development efforts by strengthening and stimulating our workforce, creative industries, and enterprises.

AGENDA

- 1. Welcome and President's Comments**
- 2. Consent Agenda**
 - A. April Draft Minutes Attached
 - B. March Financials Already Approved on 4/6/2022
ACTION: Vote to accept Consent Agenda
- 3. Executive Director Update**
 - A. Ebenezer's Party Recap/Art New England and Scripps TV
 - B. May Monthly Arts Update Newsletter
 - C. Maine Public Intro

- D. NEA and MOT Grant Updates
- E. AEP6 Survey
- F. Board Buddy System - Community Engagement

4. FY2023 Work Plan and Budget Discussion

- A. DRAFT #2 - FY2023 Work Plan and Budget Discussion

5. Board Share and Comments

Next Meeting -

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Minutes

Board of Directors Meeting

Wednesday, April 6, 2022; 3:30-5:00pm

via [Zoom](#)

Attendees: Kate Anker, Kirstie Archambault, David Brenerman, Maile Buker, Eliza Ginn, Lindsay Hancock, Herb Ivy, Anne McGuire, Daniel Minter

Staff: Katie Alleman, Dinah Minot, Mary Davis

Absent: Leah Igo Brooks, Councilor Tae Chong, Gib Foltz, Zoe Sahloul, Gerard Salvo

1. Welcome and President's Comments

- a. Meeting began at 3:34pm

2. Consent Agenda

ACTION: Vote to accept February's Consent Agenda

FIRST: David Brenerman

SECOND: Maile Buker

VOTE: Passed unanimously

3. Executive Director Update

- a. HEDD Director update - Nobody has been hired yet.
- b. Operations (plumbing, facade improvement) - We need to hire a plumber to address sink/smell issues. We will add this expense to the budget. Facade improvement is a line item in the budget.
- c. Program Updates:
 - **FFAW** - April's FFAW was successful with a lot of people on the street. There weren't as many tables due to the chilly weather. Bomb Diggity Arts received many visitors because this was their last Art Walk - they had to close down due to lack of funds. CP will reach out to them about future plans.
 - **Summer Stage Series for First Friday Art Walk** - In April we applied for a MAC grant for funding for 4 concerts July-October. These concerts will feature a diverse lineup of musicians and performing artists and will be curated by CP with help from community partners and media sponsors.
 - **Art Banners for Revival - Round 2** - Many banners were installed in March along Congress St by Pandora Lacasse and her crew. Not all of the banners are up - 23 still need to be placed along Forest Ave and Free St by the Department of Public Works. We've received a great response on social media (Instagram) and through unsolicited letters.
 - **AEP6 Survey/Economic Impact Study (18 months)** - We're paying for this, but we'd like the City to contribute since it's valuable data for all. Portland was selected as one of 22 cities and 200+ organizations. We will collect data from arts & culture and nonprofit organizations and audience

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surveys. In 2014, the survey showed that Portland was responsible for arts/nonprofit expenditures of \$44 million. In 2017, it increased to \$75 million. We expect to have \$100 million in expenditures in 2023. The surveys will also be distributed at the Sept 20 Arts & Culture Summit.

- **Cultural App & Website** - Progress is slow but it's looking good. It will be ready for a soft launch in May-June. We'll work through the kinks in the self-uploading process. The app is content driven and will be as useful as the content provided. It will benefit makers as well as visitors. We will only launch when it is 100% ready.
- **Creative Bus Shelters 2** - Ebenezer Akakpo's shelter (Hope & Friendship) is in the finals for "America's Best Bus Stop in the USA" national Streetsblog contest. We're up against a \$12 million municipal investment in Boston. Our shelter's budget was \$10,000 and was created by an immigrant artist with the help of in-kind sponsors and donations. News outlets have picked up on it and some have shown interest in doing a follow-up story this summer. This is good for branding! If Ebenezer wins, CP will host a potluck reception at his pop-up store at 132 Washington Ave. Four new creative bus shelter designs were also presented to the board.
- **Arts & Culture Summit** - Scheduled for September 20 at Cove Street Arts. The Steering Committee will meet to work on an agenda. The goal is to implement the Cultural Plan. Can include the advocacy group.
- **Monday Morning Drop By** - Will resume in the fall (October) - we can tell people at the Summit to attend. Last June board meeting to be outside?
- **Arts Community Advocacy Group - dates and tasks, Advancement Program** - A community group is forming to discuss more solidarity in terms of possible infrastructures and policy changes to address public art inquiries.
- **Grant Pursuits/Advancement - Bangor Savings, MTL, MAC, MOT** - Bangor Savings Bank grant was submitted last week for the Creative Bus Shelters (we need a cash match per the NEA grant already received). MAC grant due tomorrow 4/7 (we are applying for funding for the Summer Stage Series). MOT due May 25 - considering applying for the marketing and launch of the cultural app (if it's tourist ready).
- **Fiscal Sponsorship Update** - The Studio Portland and East Shore Arts are new; Black Owned Maine sponsorship agreement will expire at the end of the fiscal year.
- **Fellowship or Intern Program (TBD)** - We are trying to expand this into something more formal - perhaps a semester long fellowship program or maybe an Americorp volunteer.
- **Hear Here 2023 (to be discussed)** - We want to do it because it's an economic development initiative and has a great community social impact, but only if Merrill Auditorium is available. We have dates on hold for January 20-22 but preference is given to PortTix City partners (PSO, Portland Ovation, Opera etc). Should we have just one show on Sunday evening, or two shows on Saturday night and Sunday afternoon?

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- **CP Gallery (item added by Ms. Anker)** - Maybe host a June Women's exhibition, in tandem with a First Friday for women. We would have to get an open call out within the next 10 days. It would be good for FFAW summer visitors to see a new exhibit. We could consider inviting art collectives to put in 5 pieces representing their space. What idea would work better, an open call, or a curated group of participants? We only need 20 pieces for the gallery. A theme or prompt is needed.

4. Budget

- a. Office of Creative Portland FY23 Budget currently includes FY22 TIF increase request.
- b. DRAFT #1 - FY23 Work Plan & Budget discussion
 - Board engagement and volunteer opportunities - each board member is an advocate for CP with ~5 organizations (ones they already work with). The focus is on the cultural app and the arts & culture summit. Board members will respond to Katie Alleman with the program (from the list) that they'd like to volunteer for and then we can schedule separate, smaller committee meetings.
 - Creative Portland App & new website - \$18,000 remaining through June to spend on app development (going to Yarn - developers; Bobbie - social media and marketing; Allen Baldwin - Storyboard promo). It will cost \$45,000 per year to maintain the app, but since it will increase access to arts, it is worth the investment. This will be paid for by \$10,000 partner accounts, \$20,000 co-presenters, \$5,000 sponsors. New hotels could be sponsors. Stickers, coasters, cards w/ QR codes could be placed in lobbies and rooms, which would drive visitors to the app. App success is reliant on the content provided.
 - FFAW
 - Arts Community Discussions
 - Advancement: TIF, Grants, & Sponsorship Pursuits
 - Arts & Music Festivals/Concerts
 - Monday Morning Drop By
 - CP Gallery
 - Creative Bus Shelter Initiative
 - Social Media Program - 4,200 (1,000 more than this time last year) followers. Newsletter - 49% open rate! People are interested. We are going to weed out the 1,500 people who never open it and focus on the people remaining.

5. Board Share & Comments

- Ms. Anker was excited to see all these programs. There are a lot but it's good to get back to them. She liked the idea of the buddy lists and proposed creating a shared spreadsheet to track involvement.
- Ms. Hancock and Ms. Minot discussed the various ways that the Bus Stop vote was being promoted - radio, City News roundup, social media. Could

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we promote it through sponsored posts on Instagram? Other organizations could post about it on their social media. Ms. Hancock suggested the Bike Coalition of Maine, and Ms. Ginn suggested getting Maine influencers on board. Ms. Archambault works with influencers and they mentioned that they have to be paid, but she can ask a couple of them.

Motion to Adjourn

FIRST: Daniel Minter

SECOND: Kirstie Archambault

Meeting adjourned: 5:12 pm

FY22 Board Meeting Remaining Dates:

May 4

June 1