CREATIVE PORTLAND

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

Board of Directors Meeting
Wednesday, June 1, 2022
3:30 PM
VIA ZOOM

Join Zoom Meeting:
https://us02web.zoom.us/j/84521125340?pwd=NnZ4NGZzWmZiaHppNE54ek4rSGJEdz09

Meeting ID: 845 2112 5340
Passcode: meet
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AGENDA

1. **Welcome and President's Comments**
2. **Consent Agenda**
   A. May Minutes (attached)

   B. April Financials (attached)

   Action: Vote to accept Consent Agenda.
3. **FY2023 Work Plan and Budget Discussion**

A. Amended FY2023 Work Plan and Budget (attached)

Action: Vote to approve FY2023 Work Plan and Budget

4. Executive Director and Board Share/Comments

5. 2022 Board Meeting Remaining Dates - 7/6/2022, 9/7/2022, 10/5/2022, and 11/2/2022.

CREATIVEPORTLANDME

Minutes

Board of Directors Meeting

Wednesday, May 4, 2022; 3:30-5:00pm

ZOOM meeting

Attendees: Kate Anker, Kirstie Archambault, David Brenerman, Maile Buker, Councilor Tae Chong, Gib Foltz, Eliza Ginn, Lindsay Hancock, Herb Ivy, Anne McGuire

Staff: Katie Alleman, Dinah Minot, Mary Davis

Absent: Leah Igo Brooks, Daniel Minter, Zoe Sahloul, Gerard Salvo

- **Welcome and President's Comments**
    - Meeting began at 3:33pm
    - Ms. Ginn can't make Wednesday afternoon in-person meetings. Zoom works better.

- **Consent Agenda**

    ACTION: Vote to accept April's Consent Agenda
    FIRST: Mr. Foltz
    SECOND: Mr. Brenerman
    VOTE: Passed unanimously

- **Executive Director Update**
    - Dinah explained City's new employee options.
        - City Hall is offering a flexible work policy as a recruitment and retention strategy. HEDD met in weekly staff meeting 4/26/22 to hear Mary Davis present the options: alternate, flexible, and remote work schedules. This doesn't really affect CP staff since we already adopt a hybrid schedule.
    - Ebenezer's Party Recap/Art New England & Scripps TV
        - Ebenezer's party to celebrate Best Bus Stop in the USA was on 4/22/22. It was a nice, festive and intimate celebration at his pop-up store (132 Washington Ave). He spoke about his story from Ghana to Portland. It was great to see the community come together to celebrate.
    - May Monthly Arts Update newsletter
        - 46% open rate - this is great!
    - Maine Public Intro
        - CP is nurturing a new community partnership with Maine Public, run by Rick Schneider. Maine Public's new focus is to engage and partner with the public; They will soon have a new street presence on Commercial St.
    - NEA & MOT Grant Updates
        - CP is applying to the MOT Enterprise Grant for the marketing and launch of the cultural app. This award offers up to $10,000. If awarded, the money can't be used for 90 days. Ms. Hancock has volunteered to review

the application, due at the end of May.

- AEP6 Survey - AFTA Economic Impact Survey of Arts Expenditures
  - Board buddy system will be implemented for organization surveys
  - Collecting data for Greater Portland through May 2023
- Board Buddy System - community engagement (cultural app)
  - We have not gotten far since our last meeting - we shared a Google Doc of the buddy system in April and only 2 board members edited it. We will share it again.
  - What are the next steps to engage partners? In mid-June, Storyboard (Allen Baldwin) will share with CP their :30 second and :10 second commercial, promoting the app download - how and why to use it. We want to share this with organizations, along with a link to the cultural app page on our website, which gives an overview of the app.
  - Presentation deck is also helpful for community engagement - Ms. Alleman will share it with the board.
  - Board members can edit target organization lists for customized outreach. Not just cultural orgs - can be anyone who wants to sponsor an event to show that they are community champions/want to be involved. Most people are receptive to having stickers on their windows, suggested Kirstie..
  - Separate meeting to follow for buddy system questions and training

- **Budget DRAFT FY23**
  - Office of Creative Portland FY23 Budget currently includes FY22 TIF increase request
    - Side-by-side comparison of FY22 and FY23 budgets attached for review.
    - Budget ~ Approx $200,000 (NEA grant award of $30,000 not reflected)
    - COA reveals labeling for condensed programs - Website/App/FFAW; Arts & Culture Summit; Creative Bus Shelters; Summer Stage; and AEP6 Survey
  - DRAFT #1 - FY23 Work Plan & Budget discussion
    - Our top priority is to **build capacity** so we can implement the most impactful programs and services. This includes staff additions, contractors, and internship/fellowship recruitment. We have already cut down on programming (i.e. no professional development program or CP bi-annual shows).
    - **Economic Impact AEP6 study** - we will start collecting data in June 2022. At least 44 organizations will participate, and this could double. In the past years, 38 organizations participated in the surveys.
    - **Cultural App/Rebranding & New Website Launch 2022** -
  - DOWNLOAD the APP
    - Strategies discussed for placement of print ads and PSAs as well as posters, banners, stickers.
  - Visit Portland gave us a half page ad in their directory - this guide is distributed across the state - placed in hotels, restaurants, etc. Ms. Archambault can share the total distribution number.

- Radio options? We'd like to see if an audio signature (instead of a QR code) could be played over the radio which would direct people to the website.
- Rebranding initiatives are usually costly but we are following the steps that got us here:
  - 1) Living Action Plan of 2018 determined that CP's strategic priority is to promote Portland as a world class arts destination (CCEDII funds - now almost exhausted);
  - 2) Develop a prototype cultural app
  - 3) Determine budget for sustainability
    1. It will cost $45,000 a year to keep the app/website going
    2. Partnership sales & sponsorships to sustain in the future
    3. In-kind community promos and ads on their own websites
    4. Print banners on flagpoles (generated by CP)
- Board engagement & community engagement
  - Branding Work Groups
  - Beta Test Groups
  - Summit Steering Committee to focus on APP rollout
  - Will involve board members to get feedback when we do a soft launch in June.

Ms. McGuire left at 4:15pm; Councilor Tae Chong joined via phone at 4:17pm

  - **CP Monthly Arts Update Newsletter** - We've seen incredible growth. This month's issue saw a 47% open rate.
  - **First Friday Art Walk (FFAW)**
    1. Host/reception at 84 Free Street - Visit Portland will premiere 2 videos at Creative Portland on Friday; influencers will attend and then experience First Friday. This program brings in a lot of money and promotes artists, bars, restaurants, etc. Can it be enhanced (with visual and performing artists)? Yes, if we get funding.
    2. Summer Stage Series - How to better promote this program? It will enhance FFAW. Ms. Hancock believes more interest is generated when the streets are closed (for example, when Congress St is not open to vehicles); but Ms. Minot countered that this interrupts the METRO line. Metro complained that access to population transportation was a problem so the City agreed not to allow closures on a regular basis. Maybe we could convince the City Council to do it once or twice a year, preferably the same month every year so that people can anticipate it - but City Council has to approve. In the past, FFAW (grew to 3,000 to 4,000) and it has been a challenge to keep streets safe. Who will pay for extra staff?
  - **Local Artist Showcases -** continuing as we can; other people are doing these art shows, so we could reduce the programming to once a year.
    1. CP Art Gallery
       a. Juried exhibitions TBD - rotating review team - new show for FY23 - bring new people in

2. Performing Arts showcases
    a. Summer Stage Series 2022
    b. HearHere (on hold) - Ms. Minot wants Merrill Auditorium but we're on hold for dates in January. We need City Council support. Hard to raise the $ with such a small team.
3. Public Art
    a. Creative Bus Shelters II - We want to try to secure sponsorships for the four existing and four upcoming shelters ($10,000 over 2 years. $$$ for Ebenezer's winning shelter?)
    b. Arts Banners/Barricade Signs
    c. Private Sector commissions

- **Arts & Culture Summit - Sept 20 at Cove Street**
    1. Steering committee assembling to set agenda - will plan to meet the first week in June. Ms. Buker would like to join the committee. It will take 2-3 meetings before the agenda is set.
    2. Maine Arts Commission might partner on a panel if it's about funding for whole state of Maine
- **Advancement Programs**
    1. Grant Research & Pursuits
    2. Fiscal Sponsorship Program
    3. Fundraising/Advancement Programs - Board Challenge (TBD)
- **Marketing, Social Media & Public Relations**
- **Monday Morning Drop By program - resume in October.**
- **Arts Advocacy Group - Fall convening (TBD)**

Ms. Ginn and Ms. Hancock left at 5:00

- **Board Share & Comments**
    - Ms. Anker reminded the board that the vote for the budget is next month, so take the time to review the workplan and budget and reach out to her or Ms. Minot with questions.
    - The finance meeting for the HEDD budget was postponed from 5/5 to 5/12. Councilor Chong will advocate for the department, especially CP. Councilor Chong pointed out that any budget increase will be scrutinized because the current situation with asylum seekers and homelessness is so bad. City Hall is trying to increase revenue through parking, so he will argue that our programs will increase parking.

Motion to Adjourn
FIRST: Mr. Foltz
SECOND: [everyone else]
Meeting adjourned: 5:16 pm

FY22 Board Meeting Remaining Dates:
June 1, 2022

Creative Portland
Statement of Activity Budget vs. Actual
April 2022

	Jul '21 - Apr 22	Full FY22 Budget	$ Over Budget	% of Total Budget
Ordinary Income/Expense				
Income				
4100 · Operations (unrestricted)	58,592	153,750	-95,158	38.11%
4200 · Programs	26,164	82,100	-55,936	31.87%
4500 · Artist Relief Donations	666			
Total Income	85,423	235,850	-150,427	36.22%
Cost of Goods Sold				
5000 · Cost of Programs	44,407.55	170,500	-126,092	26.05%
5500 · Artist Relief Grants	1,480.90			
Total COGS	45,888	170,500	-124,612	26.91%
Gross Profit	39,534	65,350	-25,816	60.5%
Expense				
6000 · Marketing	8,264	42,000	-33,736	19.68%
6200 · Occupancy Expenses	8,314	9,613	-1,299	86.48%
6300 · Travel	25	2,596	-2,571	0.98%
6500 · Professional Services	11,241	20,085	-8,844	55.97%
6600 · Operating Expenses	9,855	11,940	-2,085	82.54%
Total Expense	37,700	86,234	-48,534	43.72%
Net Ordinary Income	1,834	-20,884	22,719	-8.78%
Other Income/Expense				
Other Income				
7000 · Other Income-Expense	20	0	20	100.0%
Total Other Income	20	0	20	100.0%
Net Other Income	20	0	20	100.0%
Net Income	**1,854**	**-20,884**	**22,739**	**-8.88%**

Creative Portland
Statement of Financial Position
As of April 30, 2022

	Apr 30, 22	Mar 31, 22	$ Change	% Change
ASSETS				
Current Assets				
Checking/Savings				
1010 · Creative Portland Checking	63,783	64,453	(5,967)	-1.04%
1011 · GSB Savings 5265	50,014	50,012	-	0.0%
1015 · Petty Cash	505	505	-	0.0%
Total Checking/Savings	114,303	114,970	(667)	-0.58%
Other Current Assets				
12000 · Undeposited Funds	0	0	-	0.0%
Total Other Current Assets	0	0	-	0.0%
Total Current Assets	114,303	114,970	(667)	-0.58%
Fixed Assets				
1400 · Fixed Assets	27,537	27,837	(300)	-1.08%
Total Fixed Assets	27,537	27,837	(300)	-1.08%
TOTAL ASSETS	**141,840**	**142,807**	**(968)**	**-0.68%**
LIABILITIES & EQUITY				
Liabilities				
Current Liabilities				
Accounts Payable				
2000 · Accounts Payable	-	-	-	0.0%
Total Accounts Payable	-	-	-	0.0%
Other Current Liabilities				
2500 · Fiscal Sponsorship Liability	12,938	17,109	-4,171	-24.38%
Total Other Current Liabilities	12,938	17,109	-4,171	-24.38%
Total Current Liabilities	12,938	17,109	-4,171	-24.38%
Total Liabilities	12,938	17,109	-4,171	-24.38%
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	1,854	-1,349	3,203	237.49%
Total Equity	128,901	125,698	3,203	2.55%
TOTAL LIABILITIES & EQUITY	**141,840**	**142,807**	**(968)**	**-0.68%**

FY23 AMENDED CP WORK PLAN:

1. **Creative Portland Marketing Wheel**: includes Monthly Arts Update Newsletter, First Friday Art Walk, social media, website and Creative Portland app marketing, curation, and administration.

2. Annual Arts & Culture Summit (Sept 20)

3. Creative Bus Shelter II - Sept ribbon-cutting ceremony

4. Summer Stage Series (July & August)

5. AEP 6 Economic Impact Survey

6. Advancement programs - sponsorships, grant pursuits, etc

7. Board Governance, Board meetings, agenda, minutes etc

8. Host/Public Reception at Creative Portland (including Monday Morning Drop By)

Other programs will be on hold indefinitely, until funds are raised to hire additional project coordinators or program managers.

Creative Portland
Updated Budget Workplan
Fiscal Year 2023

	Base	Outside of Base	W/Optional	
	Jul '22 - Jun '23			
Ordinary Income/Expense				
Income				
4100 · Operations (unrestricted)				
4110 · Contribution Income				
4111 · Small Gifts	11,000		11,000	
4112 · Board Challenge	7,000		7,000	
4116 · Art Sale Contributions	750		750	
Total 4110 · Contribution Income	18,750	0	18,750	
4115 · City/Arts District TIF Funding	25,000		25,000	
4140 · Sponsorships	25,000		25,000	
4150 · Fiscal Sponsor Agent Fee	5,000		5,000	
Total 4100 · Operations (unrestricted)	73,750	0	73,750	
4200 · Programs (restricted)				
4205 · CP App-FFAW Income	45,000		45,000	** Includes 12K in kind
4225 · Hear Here Income	0	55,000	55,000	
4235 · Arts Culture Summit/Discussions	5,000		5,000	
4245 · CP Gallery Income			0	
4285 · Creative Bus Shelter Income	52,000		52,000	**Includes 17K in kind
4295 · AEP6 Survey Income	2,200		2,200	
4270 · Grants & Foundations	25,000		25,000	
4275 · CP Grants - CP App	0		0	
Total 4270 · Grants & Foundations	25,000	0	25,000	
Total 4200 · Programs (restricted)	129,200	55,000	184,200	
Total Income	**202,950**	**55,000**	**257,950**	
Cost of Programs				
5000 · Cost of Programs				
5030 · CP Website - CP App - FFAW Exp	45,000		45,000	
5060 · Cost of Program Hear Here	0	55,000	55,000	
5070 · Discussions/Summit/Cultural Plan	5,000		5,000	
5140 · Creative Bus Shelter Expenses	52,000		52,000	**Includes 17K in kind
5175 · Summer Stage	20,000		20,000	
5185 · AEP6 Survey Cost	2,200		2,200	
Total 5000 · Cost of Programs	124,200	55,000	179,200	
5900 · Fundraising Expenses	0	0	0	
Total Cost of Programs	**124,200**	**55,000**	**179,200**	
Gross Profit	**78,750**	**0**	**78,750**	
Expense			0	
6000 · Marketing			0	
6005 · Comm & Marketing Outreach	2,300		2,300	
6010 · PR, SM & Community Engagement	1,500		1,500	
6020 · Website	4,800		4,800	
6025 · Printing and Reproduction	1,800		1,800	
6000 · Marketing - Other	9,500		9,500	
Total 6000 · Marketing	19,900	0	19,900	
6200 · Occupancy Expenses			0	
6211 · Office Rent	1,000		1,000	
6212 · Electricity	3,273		3,273	
6213 · Office Repairs & Maintenance	1,800		1,800	
6214 · Water & Sewer	600		600	
6215 · Internet			0	

	Base	Outside of Base	W/Optional
	Jul '22 - Jun '23		
Total 6200 · Occupancy Expenses	6,673	0	6,673
6300 · Travel			0
6310 · Travel Expenses	2,000		2,000
6300 · Travel - Other	596		596
Total 6300 · Travel	2,596	0	2,596
6500 · Professional Services			0
6530 · Legal Fees	85		85
6560 · Accounting	7,500		7,500
6580 · Other Professional Services	12,500		12,500
Total 6500 · Professional Services	20,085	0	20,085
6600 · Operating Expenses			0
6605 · Telephone/Internet	5,600		5,600
6610 · Software	4,000		4,000
Total 6615 · Meetings	1,200	0	1,200
6620 · Office Supplies	1,200		1,200
6625 · Postage and Delivery	300		300
6630 · General Liability Insurance	1,400		1,400
6635 · D & O Insurance	1,200		1,200
6640 · Bank Service Charges	0		0
6645 · Filing Fees	50		50
6650 · Dues & Memberships	600		600
6655 · Board Expense	0		0
6660 · Email	540		540
Total 6600 · Operating Expenses	16,090	0	16,090
Total Expense	**65,344**	**0**	**65,344**
Net Ordinary Income	**13,406**	**0**	**13,406**
Other Income/Expense			0
Other Income			0
7000 · Other Income-Expense			0
7200 · In-Kind Donations	32,000		32,000
7500 · Depreciation Expense	0		0
7600 · Miscellaneous	0		0
			0
7900 · In-Kind Expenses	32,000		32,000
Total 7000 · Other Income-Expense	0	0	0
Total Other Income	0		0
Net Other Income	0	0	0
Net Income	**13,406**	**0**	**13,406**
			0
			0
Total Income (including In-Kind)	**234,950**		234,950
Total Expense (including In-Kind)	**221,544**		221,544
Net Income	**13,406**	**0**	**13,406**
Capital Improvements (Leasehold Improvements)	6,500		6,500
Change in Cash	**6,906**		**6,906**

Creative Portland
Updated Budget Workplan
Fiscal Year 2023

	Base	Outside of Base	W/Optional	FY22	
	Jul '22 - Jun '23			Jul '21 - Jun '22	
Ordinary Income/Expense					
Income					
4100 · Operations (unrestricted)					
4110 · Contribution Income					
4111 · Small Gifts	11,000		11,000	11,000	
4112 · Board Challenge	7,000		7,000	7,000	
4116 · Art Sale Contributions	750		750	750	
Total 4110 · Contribution Income	18,750	0	18,750	18,750	
4115 · City/Arts District TIF Funding	25,000		25,000	100,000	
4140 · Sponsorships	25,000		25,000	25,000	
4150 · Fiscal Sponsor Agent Fee	5,000		5,000	10,000	
Total 4100 · Operations (unrestricted)	73,750	0	73,750	153,750	
4200 · Programs (restricted)					
4205 · CP App-FFAW Income	45,000		45,000	3,000	
4225 · Hear Here Income	0	55,000	55,000	0	
4235 · Arts Culture Summit/Discussions	5,000		5,000	9,000	
4245 · CP Gallery Income			0		
4285 · Creative Bus Shelter Income	52,000		52,000	40,000	**Includes 17K in kind
4295 · AEP6 Survey Income	2,200		2,200		
4270 · Grants & Foundations	25,000		25,000	10,000	
4275 · CP Grants - CP App	0		0	12,600	
Total 4270 · Grants & Foundations	25,000	0	25,000	22,600	
Total 4200 · Programs (restricted)	129,200	55,000	184,200	82,100	
Total Income	**202,950**	**55,000**	**257,950**	**235,850**	
Cost of Programs					
5000 · Cost of Programs					
5030 · CP Website - CP App - FFAW Exp	45,000		45,000	12,000	
5060 · Cost of Program Hear Here	0	55,000	55,000	0	
5070 · Discussions/Summit/Cultural Plan	5,000		5,000	9,000	
5140 · Creative Bus Shelter Expenses	52,000		52,000	60,000	**Includes 17K in kind
5155 · CP App/Website	0		0	57,000	
5175 · Summer Stage	20,000		20,000	25,000	
5180 · Gathering Stones	0		0	7,500	
5185 · AEP6 Survey Cost	2,200		2,200	0	
Total 5000 · Cost of Programs	124,200	55,000	179,200	170,500	
5900 · Fundraising Expenses	0	0	0	0	
Total Cost of Programs	**124,200**	**55,000**	**179,200**	**170,500**	
Gross Profit	**78,750**	**0**	**78,750**	**65,350**	
Expense			0		
6000 · Marketing			0		
6005 · Comm & Marketing Outreach	2,300		2,300	2,300	
6010 · PR, SM & Community Engagement	1,500		1,500	1,500	
6020 · Website	4,800		4,800	1,400	
6025 · Printing and Reproduction	1,800		1,800	1,800	
6000 · Marketing - Other	9,500		9,500	35,000	
Total 6000 · Marketing	19,900	0	19,900	42,000	
6200 · Occupancy Expenses			0		
6211 · Office Rent	1,000		1,000	4,840	
6212 · Electricity	3,273		3,273	3,273	
6213 · Office Repairs & Maintenance	1,800		1,800	0	
6214 · Water & Sewer	600		600	600	
6215 · Internet			0	900	
Total 6200 · Occupancy Expenses	6,673	0	6,673	9,613	
6300 · Travel			0		
6310 · Travel Expenses	2,000		2,000	2,000	
6300 · Travel - Other	596		596	596	
Total 6300 · Travel	2,596	0	2,596	2,596	
6500 · Professional Services			0		

Creative Portland
Updated Budget Workplan
Fiscal Year 2023

	Base	Outside of Base	W/Optional	FY22
	Jul '22 - Jun '23			Jul '21 - Jun '22
6530 · Legal Fees	85		85	85
6560 · Accounting	7,500		7,500	7,500
6580 · Other Professional Services	12,500		12,500	12,500
Total 6500 · Professional Services	20,085	0	20,085	20,085
6600 · Operating Expenses			0	
6605 · Telephone/Internet	5,600		5,600	600
6610 · Software	4,000		4,000	1,200
Total 6615 · Meetings	1,200	0	1,200	2,400
6620 · Office Supplies	1,200		1,200	2,400
6625 · Postage and Delivery	300		300	300
6630 · General Liability Insurance	1,400		1,400	2,700
6635 · D & O Insurance	1,200		1,200	1,200
6640 · Bank Service Charges	0		0	0
6645 · Filing Fees	50		50	0
6650 · Dues & Memberships	600		600	600
6655 · Board Expense	0		0	0
6660 · Email	540		540	540
Total 6600 · Operating Expenses	16,090	0	16,090	11,940
Total Expense	**65,344**	**0**	**65,344**	**86,234**
Net Ordinary Income	**13,406**	**0**	**13,406**	**-20,884**
Other Income/Expense				
Other Income				
7000 · Other Income-Expense			0	
7200 · In-Kind Donations	32,000		32,000	47,000
7500 · Depreciation Expense	0		0	0
7600 · Miscellaneous	0		0	0
			0	
7900 · In-Kind Expenses	32,000		32,000	47,000
Total 7000 · Other Income-Expense	0	0	0	0
Total Other Income	0		0	0
Net Other Income	0	0	0	0
Net Income	**13,406**	**0**	**13,406**	**-20,884**
			0	
			0	
Total Income (including In-Kind)	**234,950**		234,950	**282,850**
Total Expense (including In-Kind)	**221,544**		221,544	**303,734**
Net Income	**13,406**	**0**	**13,406**	**-20,884**
Capital Improvements (Leasehold Improvements)	6,500		6,500	0
Change in Cash	**6,906**		**6,906**	**-20,884**