



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

Board of Directors Meeting

Wednesday, July 6, 2022

3:30 PM

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.

Via Zoom Link Below

https://us02web.zoom.us/j/86525268923?pwd=qooE0q3SyGmL2WR1jKQ1Afqiu7N_2O.1

Meeting ID: 865 2526 8923

Passcode: meet

One tap mobile

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AGENDA

1. Welcome and President's Comments

2. Consent Agenda

- A. June Minutes
- B. June Financials

ACTION: Vote to Accept Consent Agenda

3. FY2023 Work Plan and Budget is approved.

- A. See attached FY2023 Work Plan
- B. See attached FY2023 Budget

4. Executive Director Update

- A. Cultural App and Website Launch (Community Engagement and Outreach)
- B. Arts and Culture Summit
- C. Fiscal Sponsorship Program (Sustainability Factor)

5. Board President Discussion - A New Schedule to Include In-Person Meetings

6. Board Share

2023 Board Meeting Remaining Dates: September 7; October 5; and, November 2

CREATIVE PORTLAND^{ME}

Minutes

Board of Directors Meeting

Wednesday, June 1, 2022; 3:30-5:00pm

ZOOM meeting

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

Staff: Katie Alleman, Dinah Minot, Mary Davis

Absent: Kirstie Archambault, Leah Igo Brooks, Lindsay Hancock, Daniel Minter, Zoe Sahloul, Gerard Salvo

- **Welcome and President's Comments**

- Meeting began at 3:38 pm

- **Consent Agenda**

ACTION: Vote to accept Consent Agenda

FIRST: Mr. Brenerman

SECOND: Ms. Buker

VOTE: Passed unanimously

- **FY23 Work Plan & Budget Discussion**

- Creative Portland Marketing Wheel (includes MAU Newsletter, FFAW, social media, website and CP app marketing, curation, and administration)
 - All information will be funneled through the website and on to the app (when it launches this fall). The website will house many pages for arts & cultural orgs, plus artists, sole proprietors, and new partners such as hotels, restaurants, and retail outlets owned by local makers/designers. The self-guided tours will expand our reach. App/website will also include existing tours like Greater Portland Landmarks - those will be brought on to the app because it's a wayfinding tool. Adinkra symbol = wheel/our logo. Website will be compatible with the app. Events will be published quarterly by CP admin.
- Annual Arts & Culture Summit (Sept 20)
 - To be held at Cove Street Arts. This provides us the opportunity to officially launch the app - to do a show and tell with the arts community (there will be up to 175 cultural leaders and stakeholders at the summit). We'll also be able to present 8-9 bus shelters and can engage the public in the AEP6 survey.
 - Really can't get rid of this program - it fits into the "fostering partnerships" part of CP's mission statement. It's an opportunity to gather leaders and advocate for the arts, update the community, and work on the cultural plan.

- Creative Bus Shelter II - Sept ribbon-cutting ceremony
- Summer Stage Series (July & August)
 - Reduced from 4 (July - October). This program could be cut, but we want to help local musicians.
- AEP6 Economic Impact Survey
 - \$2,500 to participate. Will ask Big 8 to donate cash/in-kind.
- Advancement Programs (sponsorships, grant pursuits, etc)
- Board governance, board meetings, agenda, minutes, etc.
- Host/Public Reception at Creative Portland (including MMDB)
- Other programs on hold indefinitely, until funds are raised to hire additional project coordinators or program managers
- Add to Workplan: Fiscal Sponsorships (Reduced) and Artist Relief Fund (will continue in the form of Summer Stage)

ACTION: Vote to approve FY23 Work Plan

FIRST: Ms. Buker

SECOND: Mr. Brenerman

VOTE: Passed unanimously

● **Executive Director & Board Share/Comments**

- Ms. Davis confirmed that we have requested \$25,000 from the City in addition to 2 salaries.
- Ms. Minot shared Ms. Ginn's idea about Ms. Minot working as a contractor - she could work on other organizations' programs and earn a percentage/commission for CP.
- Ms. Buker agreed it was wise to reduce the amount of programs so we have space for unknown projects and so we are able to devote the necessary time to the programs that we are keeping.
- Ms. Minot said that Portland doesn't have an Arts Center, but it should - Creative Portland could be that. However, it's not possible right now due to the City's pressing issues with homelessness/asylum seekers - City will not fund this right now.
- Ms. Buker suggested that, in reviewing the mission statement, it might be possible to cut Creative Bus Shelters and Summer Stage Series. Ms. Minot argued that the bus shelter initiative is a partnership between CP and METRO/GPCOG; we were awarded grants for the program. She also stated that Summer Stage is good for promoting/hiring/engaging artists. Ms. Anker agreed: these programs provide physical proof to the community that we are supporting the creative economy and promoting Portland's artistic talents. Furthermore, the bus shelters and Summer Stage have engaged the private sector.
- Ms. Buker asked if a survey was ever provided to gauge if vendors benefited from First Friday. Ms. Minot replied that data from years ago showed that FFAW brought 3,000-4,000 people downtown, and money was brought in not just from art being sold, but through parking lots and restaurants. Vendors are not the only draw - FFAW promotes art galleries and museums as well. FFAW will be included

in the AEP6 Survey. Councilor Chong added that he advocated for FFAW during the HEDD financial meeting and will do so again on Monday's financial meeting. He argued that FFAW brings in parking revenue 2-3x more than regular Fridays. The bump in parking also correlates to people visiting stores and restaurants.

- Ms. Minot shared that she received good feedback from Fathom (Press Hotel and Canopy hotels)- their customers always ask for things to do, and a QR code to our app would be beneficial.
- Ms. Anker reminded the board that this work plan is what we are proposing to the City, but it doesn't mean we can't find funding for other programs. We have to make use of the buddy system.
- Ms. Minot shared images/videos of the "Download the App" banners; Storyboard's app promos; and CBS2 renderings. She also described the possibility of a 5th shelter in partnership with Portland Public Health to be titled, "Youth in Bloom."
- Mr. Foltz's open house at the last First Friday received a good turnout.
- Ms. Anker promoted a new printmaker at Running With Scissors named Jane Petschek. She also brought up RWS' Seconds & Supplies sale on June 11.
- Ms. Dinot brought up the Resurgam Festival on June 12, produced by MAMM.

Motion to Adjourn

FIRST: Mr. Foltz

SECOND: Mr. Brenerman

Meeting adjourned: 4:56pm

FY23 Board Meeting Dates:

July 6

September 7

October 5

November 2

Creative Portland
Statement of Activity Budget vs. Actual
June 2022

	July 21 - June 22	Full FY22 Budget	\$ Over Budget	% of Total Budget
Ordinary Income/Expense				
Income				
4100 · Operations (unrestricted)	60,154	153,750	-93,595	39.13%
4200 · Programs	54,064	82,100	-28,036	65.85%
4500 · Artist Relief Donations	685			
Total Income	<u>114,904</u>	<u>235,850</u>	<u>-120,946</u>	<u>48.72%</u>
Cost of Goods Sold				
5000 · Cost of Programs	63,166.90	170,500	-107,333	37.05%
5500 · Artist Relief Grants	1,480.90			
Total COGS	<u>64,648</u>	<u>170,500</u>	<u>-105,852</u>	<u>37.92%</u>
Gross Profit	<u>50,256</u>	<u>65,350</u>	<u>-15,094</u>	<u>76.9%</u>
Expense				
6000 · Marketing	9,356	42,000	-32,645	22.28%
6200 · Occupancy Expenses	10,272	9,613	659	106.86%
6300 · Travel	25	2,596	-2,571	0.98%
6500 · Professional Services	12,259	20,085	-7,826	61.03%
6600 · Operating Expenses	11,918	11,940	-22	99.82%
Total Expense	<u>43,830</u>	<u>86,234</u>	<u>-42,404</u>	<u>50.83%</u>
Net Ordinary Income	<u>6,426</u>	<u>-20,884</u>	<u>27,310</u>	<u>-30.77%</u>
Other Income/Expense				
Other Income				
7000 · Other Income-Expense	25	0	25	100.0%
Total Other Income	<u>25</u>	<u>0</u>	<u>25</u>	<u>100.0%</u>
Net Other Income	<u>25</u>	<u>0</u>	<u>25</u>	<u>100.0%</u>
Net Income	<u><u>6,451</u></u>	<u><u>-20,884</u></u>	<u><u>27,335</u></u>	<u><u>-30.89%</u></u>

Creative Portland
Statement of Financial Position
As of May 31, 2022

	Jun 30, 22	May 31, 22	\$ Change	% Change
ASSETS				
Current Assets				
Checking/Savings				
1010 · Creative Portland Checking	84,457	81,194	(5,967)	4.02%
1011 · GSB Savings 5265	50,019	50,016	-	0.01%
1015 · Petty Cash	184	505	-	-63.58%
Total Checking/Savings	<u>134,660</u>	<u>131,716</u>	<u>2,945</u>	<u>2.24%</u>
Other Current Assets				
12000 · Undeposited Funds	0	0	-	0.0%
Total Other Current Assets	<u>0</u>	<u>0</u>	<u>-</u>	<u>0.0%</u>
Total Current Assets	<u>134,660</u>	<u>131,716</u>	<u>2,945</u>	<u>2.24%</u>
Fixed Assets				
1400 · Fixed Assets	26,936	27,236	(300)	-1.1%
Total Fixed Assets	<u>26,936</u>	<u>27,236</u>	<u>(300)</u>	<u>-1.1%</u>
TOTAL ASSETS	<u>161,596</u>	<u>158,952</u>	<u>2,644</u>	<u>1.66%</u>
LIABILITIES & EQUITY				
Liabilities				
Current Liabilities				
Accounts Payable				
2000 · Accounts Payable	-	-	-	0.0%
Total Accounts Payable	<u>-</u>	<u>-</u>	<u>-</u>	<u>0.0%</u>
Other Current Liabilities				
2500 · Fiscal Sponsorship Liability	28,098	24,823	3,275	13.19%
Total Other Current Liabilities	<u>28,098</u>	<u>24,823</u>	<u>3,275</u>	<u>13.19%</u>
Total Current Liabilities	<u>28,098</u>	<u>24,823</u>	<u>3,275</u>	<u>13.19%</u>
Total Liabilities	<u>28,098</u>	<u>24,823</u>	<u>3,275</u>	<u>13.19%</u>
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	<u>6,451</u>	<u>7,082</u>	<u>-631</u>	<u>-8.91%</u>
Total Equity	<u>133,498</u>	<u>134,129</u>	<u>(631)</u>	<u>-0.47%</u>
TOTAL LIABILITIES & EQUITY	<u>161,596</u>	<u>158,952</u>	<u>2,644</u>	<u>1.66%</u>

FY23 APPROVED 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 ceremonies
4. Summer Stage Series (July & August)
5. Fiscal Sponsorship Program
6. Artist Relief Fund
7. AEP 6 Economic Impact Survey
8. Advancement programs - sponsorships, grant pursuits, etc
9. Board Governance, Board meetings, agenda, minutes etc
10. 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	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
4112 · Board Challenge	7,000	7,000
4116 · Art Sale Contributions	750	750
Total 4110 · Contribution Income	18,750	18,750
4115 · City/Arts District TIF Funding	25,000	100,000
4140 · Sponsorships	25,000	25,000
4150 · Fiscal Sponsor Agent Fee	5,000	10,000
Total 4100 · Operations (unrestricted)	73,750	153,750
4200 · Programs (restricted)		
4205 · CP App-FFAW Income	45,000	3,000
4225 · Hear Here Income	0	0
4235 · Arts Culture Summit/Discussions	5,000	9,000
4245 · CP Gallery Income		
4285 · Creative Bus Shelter Income	44,500	40,000 **Includes 17K in kind
4295 · AEP6 Survey Income	2,200	
4270 · Grants & Foundations	25,000	10,000
4275 · CP Grants - CP App	0	12,600
Total 4270 · Grants & Foundations	25,000	22,600
Total 4200 · Programs (restricted)	121,700	82,100
Total Income	195,450	235,850
Cost of Programs		
5000 · Cost of Programs		
5030 · CP Website - CP App - FFAW Exp	45,000	12,000
5060 · Cost of Program Hear Here	0	0
5070 · Discussions/Summit/Cultural Plan	5,000	9,000
5140 · Creative Bus Shelter Expenses	44,500	60,000 **Includes 17K in kind
5155 · CP App/Website	0	57,000
5175 · Summer Stage	20,000	25,000
5180 · Gathering Stones	0	7,500
5185 · AEP6 Survey Cost	2,200	0
Total 5000 · Cost of Programs	116,700	170,500
5900 · Fundraising Expenses	0	0
Total Cost of Programs	116,700	170,500
Gross Profit	78,750	65,350
Expense		
6000 · Marketing		
6005 · Comm & Marketing Outreach	2,300	2,300
6010 · PR, SM & Community Engagement	1,500	1,500
6020 · Website	4,800	1,400
6025 · Printing and Reproduction	1,800	1,800
6000 · Marketing - Other	9,500	35,000
Total 6000 · Marketing	19,900	42,000
6200 · Occupancy Expenses		
6211 · Office Rent	1,000	4,840
6212 · Electricity	3,273	3,273
6213 · Office Repairs & Maintenance	1,800	0
6214 · Water & Sewer	600	600

Creative Portland
Updated Budget Workplan
Fiscal Year 2023

	Base	FY22
	Jul '22 - Jun '23	Jul '21 - Jun '22
6215 · Internet		900
Total 6200 · Occupancy Expenses	6,673	9,613
6300 · Travel		
6310 · Travel Expenses	2,000	2,000
6300 · Travel - Other	596	596
Total 6300 · Travel	2,596	2,596
6500 · Professional Services		
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	20,085
6600 · Operating Expenses		
6605 · Telephone/Internet	5,600	600
6610 · Software	4,000	1,200
Total 6615 · Meetings	1,200	2,400
6620 · Office Supplies	1,200	2,400
6625 · Postage and Delivery	300	300
6630 · General Liability Insurance	1,400	2,700
6635 · D & O Insurance	1,200	1,200
6640 · Bank Service Charges	0	0
6645 · Filing Fees	50	0
6650 · Dues & Memberships	600	600
6655 · Board Expense	0	0
6660 · Email	540	540
Total 6600 · Operating Expenses	16,090	11,940
Total Expense	65,344	86,234
Net Ordinary Income	13,406	-20,884
Other Income/Expense		
Other Income		
7000 · Other Income-Expense		
7200 · In-Kind Donations	32,000	47,000
7500 · Depreciation Expense	0	0
7600 · Miscellaneous	0	0
7900 · In-Kind Expenses	32,000	47,000
Total 7000 · Other Income-Expense	0	0
Total Other Income	0	0
Net Other Income	0	0
Net Income	13,406	-20,884
Total Income (including In-Kind)	227,450	282,850
Total Expense (including In-Kind)	214,044	303,734
Net Income	13,406	-20,884
Capital Improvements (Leasehold Improvements)	6,500	0
Change in Cash	6,906	-20,884