1. Creative Portland Corporation Agenda

    Documents: 09.04.13 AGENDA.PDF

2. Creative Portland Corporation Packet

    Documents: CPCPACKET090413.PDF

CITY OF PORTLAND, MAINE
Notice of Meeting

Creative Portland Corporation

DATE: 9/4/2013
TIME: 3:30 PM
LOCATION: Basement Conference Rm 24

AGENDA

1. Welcome & President's Comments (Graham)
2. Review and accept minutes from Board meeting of June 5, 2013.
3. Executive Director's Report (Hutchins)
4. Election of new board members: Bob Cote and Randy Ferrell (Kornhauser)
5. Discussion: Changes to Portland's Food Truck Policy (Graham)
   Guest: Sarah Sutton, Bite Into Maine
6. Update: Congress Square Development (Bass)
7. Update: Board Fundraising Challenge (Kornhauser)
8. Update: Creative Space (Blackburn)
9. Other business
10. Next full Board meeting – October 2, 2013

CREATIVE PORTLAND

Creative Portland – Board of Directors Meeting
Wednesday, September 4, 2013
3:30 to 5:00 p.m., Basement Conference Rm 24
Portland City Hall

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CREATIVE PORTLAND

Creative Portland -- Board of Directors Meeting

Wednesday, June 5th, 2013
3:30-5:00pm, Basement Conference Room 24
Portland City Hall

ATTENDANCE: Arthur Fink, Kristen Levesque, Alice Kornhauser, Zeke Callanan, Andy Graham, Patrick Costin, Peter Bass, Penny Harris, Jessica Lipton, Tom Blackburn, Kathleen Mckeen, Tim Honey, Alex Jaegerman, Eugenia O'Brien. **Staff**: Jennifer Hutchins and Edwige Charlot **Other**: Andres A. Verzosa, Carol McCraken (Munjoy Hill News) and David Carkhuff (Portland Daily Sun) Not in attendance: Dave Wade, David Marshall, Greg Mitchell and Marty Pottenger.

WELCOME & PRESIDENT'S COMMENTS

Mr. Graham welcomed board and introduced the upcoming NEFA conference.

REVIEW AND ACCEPT FROM BOARD MEETING

Mr Graham moved to approve minutes from last meeting, motion by Mr. Fink, second by Ms. Kornhauser, Vote - unanimous

EXECUTIVE DIRECTOR REPORT

Ms. Hutchins delivered her Executive Director Report. She reported on the upcoming **NEFA** conference, Thursday and Friday of this week. Creative Portland is the local host organization partnering with NEFA. Ms. Hutchins and Mr. Graham are presenters for a session on the Portland Brand during the conference. **Portland Branding** – Announcement on the City of Portland branding would be released by the end of the month. **CP metrics** – Ms. Hutchins informed the board regarding the public release of the Livability study led by Creative Portland this year. **2 Degrees Portland** – Ms. Hutchins reported over 200 people have registered the Masonic Temple event. Attendees identified three topics as priorities for Portland. These topics included: incubator spaces, mentoring project and panhandling. Mayor Brennan attended and saw potential for collaboration on his Connect Ed project. **Critical insights –** Next steps include a report to synthesize the survey results. Mr. Graham mentioned the survey revealed almost half of the participants made above the median state income, 22% made $72,000 household income. Also, on average participants were willing to pay $12/sq. Mr. Bass added this $12/sq. is the figure they have been talking about before they survey was conducted. Mr. Graham replied by highlighting the significance this artist space study to support future projects and initiatives. Ms. Hutchins asked for the board's attention to highlight two new opportunities. First, the potential collaboration with UNE on their fall lecture series. Partnering on this lecture with UNE could be a great cross promotion opportunity for their and Creative Portland's work to cultivate Portland as an exciting place of creativity, innovation, and learning. Second, in September CP will host healthcare focused programming as part of the Professional Development Series.

FIRST FRIDAY ART WALK

Mr. Fink reported on the work completed by the Art Walk task force. The taskforce used SWOT analysis, discussion and brainstorming. Mr. Fink highlighted the Art Walk's mission. He continued by highlighting some of the consumer/venue issues raised during their discussions.

Andy Verzosa joined meeting 3:45pm.

The recommendations by this taskforce included: To reaffirm the mission of the Art Walk and to address the administrative component to the FFAW. Mr. Fink asked for the board's support in assembling this group. Mr. Graham thanked Mr. Fink for his work organizing the taskforce. Mr. Graham asked the board to think about the problems identified to improve the experience for those who participate and attend. Mr. Graham the CP board will take on the task of thinking about what's next for the Art Walk. Mr. Graham turned the meeting over to Mr. Verzosa. Mr. Verzosa made his recommendation before the board to convent an ad hoc committee to oversee and administer the art walk. He hopes this committee will continue to leverage the Art Walk as a signature program, an overture of the arts in Portland, which sets the cultural calendar throughout the year.

Alex Jaegerman joined 353pm.

Mr. Verzosa stated he wishes to see CP leverage the Art Walk more as a self-sustaining program. He mentioned the funding opportunities the Art Walk could provide. Mr. Verzosa continued by emphasizing the significance of the Art Walk as an event for both artists and non-artists alike, locally and statewide. He identified these 'consumers' of the Art Walk as CP's silent partner. He encouraged the board to continue to think about its audience moving forward. Mr. Verzosa thanked Mr. Fink and Ms. Hutchins for their work on this taskforce.

Ms. Hutchins ask a brief pause from Mr. Verzosa to give the board a chance to introduce themselves to the guest present. The CP Board and guests introduced themselves.

Mr. Graham asked the Board for any discussion regarding the Art Walk. Mr. Fink began by clarifying the distinction between mission and operation. From it's inception, he mission for the art walk as been clear and its growth has been entirely organic. Mr. Fink added to Mr. Verzosa comments concerning the role of this ad hoc group as one that would shepherd the art walk as it continues to grow.

Mr. Graham asked the board who are interested in this group to contact him or Ms. Hutchins. He added that all recommendations for potential community member recommendations also be made at this time. Mr. Graham hopes CP will continue to enlisted energized and motivated members of the board and community to lead our work to ensure its success. Mr. Graham concluded by thanking Mr. Verzosa.

Mr. Graham and ask the board to vote to accept the report and simultaneously to approve forming the Art Walk working group. Mr. Costin made the motion, Mr Blackburn second.

Mr. Versoza added that he would like to see a semi- autonomous administrative group focused on the operations of the Art Walk, not the mission but the day-to-day operations. Mr. Graham furthered that this group should be able to collaborate with CP to help shape the mission and vision behind the Art Walk. Mr. Verzosa would like to see the Art Walk participants as part of this group.

Ms. O'Brien raised the issue of inclusion of other art forms with the growth of the Art Walk. She asked, "If there is a time to drop the Visual ART from the mission to include the whole Arts community, if we are trying to incorporate a larger community?" She added if we might want to look at other things such as location as a way to include a broader base of folks to participate and engage in the Art Walk.

Mr. Graham and Mr. Verzosa both replied that it would be best to strike it from the mission. Ms. Kornhauser made motion to strike Visual from the mission, Ms. O'Brien second vote –unanimous

Vote to accept the report and to form the steering committee/group. Vote – Unanimous

Ms. Hutchins took a moment to reaffirm the reason for drafting the Art Walk document and to assembling the taskforce. Ms. Hutchins added that she believes CP does take the Art Walk for granted and hopes that moving forward CP and its board regards the Art Walk as an event that has stood the test of time as "a beloved by

Portland….” . Ms. Hutchins concluded by voicing her appreciation for this reaffirmation of the Art Walk and looks forward to having a group to work with her.

Ms. Kornhauser wanted to acknowledge the diversity of the members of the taskforce. She highlighted how well represented each community was represented, from administers to business owners, etc. Ms. O'Brien made a correction to Mr. Fink's report.

Mr. Verzosa left the meeting at 4pm.

FINANCIALS REVIEW
Ms. Hutchins will email board a more updated FY13 budget.

FY14 BUDGET
Ms. Hutchins reported on the work of the Executive Committee and the budget-working group.

Members of the board reviewed the budget being proposed to start on July 1st of 2013. Ms. Hutchins wend through the budget line items. For FY14, CP is requesting the cap of TIFF funding of $100k, but a save estimate is $90K. Hutchins will use the save figure to budget for next year. She explained, the first $50k will be allocated on July 1 for followed by the balance of $40K in April of 2014. Ms. Levesque asked how did this figure compare to this year's? Ms. Hutchins clarified that CP received $85k. The budget for FY14 would include a $5,000 increase. Ms. Hutchins continued to review items on the budget w the board; Sponsorship, business partnerships (Art walk guides), grants & foundations.

Ms. Hutchins explained the two biggest increases in operational funds– 1) the request to move to a 3 0-35 hrsfull time position with no benefits and 2) the new administrative cost from the new relationship which does not provide CP with administrative support from the city (ie. booking, audit, insurance, etc). The programs and their funding will remain the same.

Mr. Blackburn discussed the fundraising event. The working group identified the Black frame art sale as an event that could bring in significant funds if organized by Creative Portland. Jessica Lipton and other board members would organize this event very similarly to the previous event organized by the EBNO.

Ms. Kornhauser addressed the board, she began by saying, "As board members of the organization we have a responsibility and obligation for the success. So I would like to issue a challenge to the Board to contribute or facilitate the contribution of $500 to Creative Portland at the end of this calendar year." Ms. Kornhauser pledged $500 to Creative Portland by the end of the year. Mr.Graham clarified that this pledge would need to be for new funds, not the revwal of previous commitments. Ms. Levesque asked for clarification on the behalf of the Museum.

Ms. Kornhauser explained sponsorship for the Art Walk begins at $500 FFAW non-profit partnership, $750 for-profit partnership. Mr. Bass asked if Ms. Hutchins could you develop a factsheet for the board to use? Ms. Hutchins & Ms. Kornhauser confirmed a draft will be delivered to the board to complete this task.

Ms. Kornhauser include Live Work Portland, 2 Degrees as possible opportunities for sponsorship. Ms. Kornhauser will make herself available to the board to ensure their success in their fundraising efforts. Ms. Kornhauser also added the positive significance of 100% board participation on future grant applications. Mr. Fink request Ms. Hutchins to develop a tracking sheet of potential partners/sponsors.

Mr. Honey Second the motion for $500 contributions and made a pledge. Include Mr.Honey, Mr. Graham, Ms. Harris and Ms. Kornhauser the board contributions now total $2,000.

Ms. Hutchins and Mr. Graham asked the board for questions regarding the budget in order to pass the budget this meeting. Ms. Harris regarding the special event. Are the expenses of the event listed in the figure? Ms. Kornhauser the expenses are represented in the income line.

Mr. Blackburn explained that expenses are covered by the sale of the artworks and that the majority of the money raised during the event comes from sponsorships. Mr. Graham can see projecting this event into the neighborhoods, one in Bayside, one in Deering. This event would de-centralized the focus away from the peninsula centric efforts. Ms. Hutchins confirmed it would be clear that this would be a separate gift from previous partnerships/sponsorships. Mr. Graham encouraged interested parties to contact himself or Ms. Hutchins. Mr. Costin asked "if projects will be starved to pay for operations, if need be."

Mr. Graham replied that it is more difficult to raise monies for operations than programs. We cannot afford to reduce our programs and programming. Our intent in the future is to the funds from the city to cover operations and funds from partners to cover programs. Mr. Costin added that he believes, "Having a program associate is a positive and it would be great to make that commitment". Mr Fink asked is general funds could be not earmarked for programs. Mr. Graham replied that unfortunately this is very difficult when making a pitch to include those operational expenses should be covered by potential sponsors and partners. Ms. Harris asked if are all the operational expenses of the program covered by those monies allocated for the program. Mr. Costin move to approve budget, second by Ms. McKeen, Vote – unanimous. Ms. McKeen pledged $500 and agreed to help with the Black Frame Sale. Press asked for clarification about the sale. "Is Creative Portland taking on the Black Frame Art Sale?"Ms. Lipton and Mr. Blackburn confirmed that Creative Portland will resurrect a version of the Black frame.

CONGRESS SQUARE PLAZA

Mr. Costin began this discussion by disclosing his role as a consultant for Rockbridge. Mr. Graham and Mr. Callanan agreed that he was allow to be part of the discussion due to the fact that the board was not voting on any matter but discussing an update by Me. Bass.

Mr. Bass reported on a process that began back last August. This group decide that it was their mission would to shepherd the arts district that the contribution outweighed the issue of giving up public space. The first meeting ends with overwhelming vote to not approve the renovations. The process did slow down for a while to due to other priorities. Mr. Bass continued by saying, "With Mr. Costin guidance a lot of things changed in the planning and presenting of the Rockbridge renovations. The designed moved towards a move urban design. Mr. Costin encouraged Rockbridge to consider at all of Congress Square. This helped the public understand the vision. CRG advisory voted 6-6 on this proposal. This moved to a 4hour discussion and led to a 3-1 in favor of more negotiations between Greg Mitchell and planning department. Planning department oversaw the term and procedures while the economic development has handled other details. The next steps includes going back to the HCDC to bring next plans to the city council.

Mr. Graham wanted to emphasize Mr. Bass' important role in facilitating a charette of the princials, a landscape architect, an architect, member of Rockbridge team as well as representatives from the City. Mr. Graham wanted to bring attention to the fact that through Mr. Bass' efforts and leadership, Creative Portland had a hand in shaping the landscape of the city. Mr. Bass added the initial group brought the discussion out to the public but that the charette brought out a few big ideas. Mr. Bass also added the importance of introducing Rockbridge to a local firm instead of an out-of –state vendor. Mr. Graham and Mr. Bass were both pleased with the design services Mr. Costin was able to provide.

Ms. Mckenn asked for clarification of the name of the plaza. Mr. Bass replied the official called "congress square plaza." Mr. Jaegerman replied that subtle but important distinction. He also added that Mr. Bass contributions were very important. Mr Jaegerman add Mr. Bass' work led to a productive conversation about re thinking the traffic of the square. Mr. Jaegerman reported that the City will look into a study about reengineering High and

State into two way streets using a model brought fore by Mr. Bass. Mr. Jaegerman discussed the City's plan to design a more holistic way to reconfigure the pedestrian area and traffic in and around Congress Square. Mr. Graham took a moment to welcomed Mr. Jaegerman back the board after his leave of absence

CONGRESS STREET CLOSURE
Mr. Honey reported that proposed June 7th closure will not be happening. The bicycle coalition, CP collaborates with the city through deputy City manager Sheila Hill-Christian. From this process CP made recommendations to close the entire Congress st. from City Hall to Forest ave. City hall estimate this project to cost $1,800 in city related costs. This closure would have need to be reviewed by City Council. The city heard that this proposed closure would harm their block. This working group wanted the City to understand that this closure would not require festival permit. A festival permit would cost $2,000 cost for closure from Park st to City hall. City manager felt that this would require a festival permit and would need to be reviewed by City Council. Most of the opposition came out of the business owners from the 600 block. In short, any closure would trigger a festival permit. This report contradicted the report about the Art walk submitted by Mr. Fink. Mr. Honey identified next step as the need to muster more support and enthusiasm for this closure project.

Mr. Honey said that it was be in our best interest if the efforts would be more of a grass roots effort.
Ms. Hutchins mentioned that this lack of progress of this initiative did not match the efforts. Ms. Hutchins looked to the board for to dictate just how much time and energy should go into pursuing a project that may or may not work. Mr. Graham asked for more information about the Festival permit. Does this mean that CP would need to be more regulating of the 'festival". Mr. Graham continued by asking if it was feasible to ask for another type of permit be created? Mr. Honey said it was possible. Mr. Graham asked for guidance on how to best proceed forward. Mr. Honey replied that this project would need more visible political support to show the City Council Ms. Hutchins mentioned the emphasis was not on regulation, it was her understanding that it whatever proposal/permit was brought to the City Council would be deny. Mr. Jaegerman asked if Metro was of concerned, Ms. Hutchins replied that Metro was not the only concern about proceeding with this project.

CREATIVE SPACE

Mr. Blackburn reported on the activities of Creative Space. He began the project to help CTN to obtain public assembly status from the City, assisted Maine Academy of Modern Music to relocate its school and a new project with general store as a center for arts, enterprise development. In addition, Circus Atlantic has asked Creative Space for help finding practice space in Portland. Maine Charitable Mechanics Association as requested help in getting information for an audit.

Mr. Fink, Ms. Levesque and Mr. Carkuff left at 5:00pm

Mr. Graham was pleased that Creative Space can help Creative Portland fulfill the Creative economy steering committee's charge as part of the Economic Development of the City. Mr. Jaegerman urged the board to attend the upcoming Henry Cobb lecture.

OTHER BUSINESS
Launch party for the PPAC website on the east end beach from 730-830pm. Mr. Honey will host a special session at the PPL at 130-230 on the homeless is open to public during the NEFA conference.

Meeting Adjourned at 5:07pm

Board of Directors
Nominees
September 2013

ROBERT W. COTE
Facility Manager, Real Estate Solutions, KeyBank

Robert W. Cote started his banking career with Casco Northern Bank in 1986. He then joined KeyBank as Property Manger for Maine in 1995 when KeyBank acquired Casco Northern from Bank of Boston. He currently manages the entire Maine Portfolio for Key Bank which includes 58 Key Centers, 13 off premise ATM's and 3 Corporate locations. Starting his banking career in 1986 as AVP for Mortgage Processing at Casco Northern Bank, coming from the residential housing construction industry working for Maine's largest residential home builder.

Mr. Cote has severed on the Planning and Zoning Boards of Maine's 2^{nd} largest city and several non profit boards including Windham Youth Soccer (Director of Referee Services), IFMA Maine Chapter (Treasurer) and Knights of Columbus. He is very proud of his family of 5 children and 3 grandchildren. Mr. Cote resides in Windham, Maine with his wife Mary and their 2 Dachshunds.

RANDY DEE FERRELL
Realtor, Keller Williams

Randy Ferrell earned his bachelor's degree in Communication from the University of Southern Maine and has spent his career working for successful small businesses in Greater Portland from hospitality to advertising to real estate. Before joining Keller Williams, he worked in business development at the Portland-based marketing firm, Garrand. He is dedicated to both building and maintaining relationships throughout the community with the motto, "Do better to be better."

Creative Portland
Profit & Loss Budget vs. Actual
July 2013 through June 2014

	Jul '13 - Jun 14	Budget	$ Over Budget
Ordinary Income/Expense			
Income			
4100 · Operations (unrestricted)			
4110 · Annual Fund			
4111 · Individual	-	2,500.00	(2,500.00)
4112 · Board Challenge	-	10,000.00	(10,000.00)
4113 · Special Event	-	15,000.00	(15,000.00)
Total 4110 · Annual Fund	-	27,500.00	(27,500.00)
4115 · Arts District TIF Funding	50,000.00	90,000.00	(40,000.00)
Total 4100 · Operations (unrestricted)	50,000.00	117,500.00	(67,500.00)
4200 · Programs (restricted)			
4210 · Corporate Sponsorships	-	40,000.00	(40,000.00)
4230 · Prof Dev Series Program Fees	140.00	-	140.00
4250 · PEDPIP Committee Match	-	-	-
4260 · Business Partnerships (FFAW)	500.00	7,500.00	(7,000.00)
4270 · Grants & Foundations	10,000.00	45,000.00	(35,000.00)
Total 4200 · Programs (restricted)	10,640.00	92,500.00	(81,860.00)
4300 · Other	-	5,000.00	(5,000.00)
Total Income	60,640.00	215,000.00	(154,360.00)
Expense			
7100 · Personnel			
7105 · Payroll Taxes	633.40		
7104 · Payroll Fee	119.85	600.00	(480.15)
7103 · Employee Benefits	1,057.55	17,500.00	(16,442.45)
7101 · Executive Director	6,530.76	58,500.00	(51,969.24)
7102 · Program Assistant	2,124.00	37,440.00	(35,316.00)
Total 7100 · Personnel	10,465.56	114,040.00	(103,574.44)
7500 · Professional Services			
7560 · Accounting	787.50	12,000.00	(11,212.50)
Total 7500 · Professional Services	787.50	12,000.00	(11,212.50)
8110 · Rent			
8111 · Office Rent	1,000.00	9,000.00	(8,000.00)
Total 8110 · Rent	1,000.00	9,000.00	(8,000.00)
8120 · Telecommunications			
8123 · Landline	53.52	1,000.00	(946.48)
8124 · Software	59.99		
8125 · Email	41.66		
Total 8120 · Telecommunications	155.17	1,000.00	(844.83)

Creative Portland
Profit & Loss Budget vs. Actual
July 2013 through June 2014

	Jul '13 - Jun 14	Budget	$ Over Budget
8170 · Supplies & Equipment			
8171 · Major Equipment & Furniture	-	2,500.00	(2,500.00)
8172 · Office Supplies	(7.51)	1,500.00	(1,507.51)
Total 8170 · Supplies & Equipment	(7.51)	4,000.00	(4,007.51)
8180 · Postage and Delivery	1.72	500.00	(498.28)
8200 · Professional Development	-	2,000.00	(2,000.00)
8230 · Dues & Memberships	100.00	1,500.00	(1,400.00)
8240 · Insurance	-	5,000.00	(5,000.00)
8260 · Marketing			
8261 · Advertising	94.50	-	94.50
Total 8260 · Marketing	94.50	-	94.50
8300 · Projects			
8315 · Website Editing & Operating Exp	100.00	14,400.00	(14,300.00)
8330 · First Friday Art Walk	466.49	12,600.00	(12,133.51)
8340 · Professional Development Series	573.28	10,000.00	(9,426.72)
8360 · Creative Economy Metrics	-	5,000.00	(5,000.00)
8380 · City Branding	-	5,000.00	(5,000.00)
8395 · 2 Degrees Program	1,096.46	17,000.00	(15,903.54)
Total 8300 · Projects	2,236.23	64,000.00	(61,763.77)
8400 · Miscellaneous	-	1,000.00	(1,000.00)
Total Expense	14,833.17	214,040.00	(199,206.83)
Net Ordinary Income	45,806.83	960.00	44,846.83
Net Income	**45,806.83**	**960.00**	**44,846.83**