1. Creative Portland Corporation Agenda

   Documents: 06.05.13 AGENDA.PDF

2. Creative Portland Corporation Packet

   Documents: CPCPACKET060513.PDF

CITY OF PORTLAND, MAINE
Notice of Meeting

Creative Portland Corporation

DATE: 6/5/2013
TIME: 3:30 PM
LOCATION: Room 24, Basement Conference Room
Portland City Hall

AGENDA

1. Welcome and President's Comments (Graham)
2. Review and accept minutes from Board meeting of April 3, 2013.
3. Executive Director's Report (Hutchins)
4. Financials Review (Hutchins)
5. Discussion: First Friday Art Walk (Hutchins, Fink)
6. Discussion: Proposed FY14 Budget (Executive Committee)
7. Update: Congress Square Plaza (Bass)
8. Update: Congress Street Closure (Honey)
9. Update: Creative Space (Blackburn)
10. Other Business
11. Next Full Board Meeting: August 7, 2013

Andrew Graham
Board President

CREATIVE PORTLAND

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

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Board Meeting Minutes
April 3, 2013

Guests: Brad Woodworth, Bill Needleman
Call to order 3:35PM

1. Welcome & President's Comments
Kathleen McKeen thanked Edwige Charlot for her work on the Professional Developement Series. Ms. McKeen spoke on the progress of the series since she attended last October.

2. Review and accept minutes from Board meeting of February 6, 2013.
Ms. Mckeen asked the board to take a minute to review last meeting's meeting, Motion by Mr. Fink, seconded by Mr. Blackburn vote unanimous.

3. Executive Director's Report (J. Hutchins)
Ms. Hutchins request help from the board to help her prioritize our current initiatives. She reported fundraising efforts are of top priority, this includes a job board on the Creative Portland site which is in development.

Creative Community Exchange conference: Creative Portland will be quite busy up until the 7th of June.

2 degrees Portland: The next event on May 30 will focus on how to best serve Portland.

Critical insights: Ms. Hutchins will be reaching out to the Portland Community to participate in the survey. Creative Portland identified this survey as critical to Creative Space's work.

First Friday Art Walk: Task force will report at June Board meeting. Mr. Honey and Hutchins will report on the Congress street closure project.

Sidenote: Ms. Pottenger - Change to deputy instead of assistant manager in notes.

Ms. McKeen asked "How do we forward the Critical Insights survey to others? Ms. Hutchins will be sending a follow-up to artists and others who may be interested in participating.

4. Presentation: City Wayfinding Initiative
Invited guest—Bill Needleman, City of Portland Planning Dept. and Brad Woodworth,
Introduction by Patrick Costin.

Mr. Costin introduced the way finding project that President Graham had asked him to take part in. The city is undertaking a re-design of the city's way finding system. There are multi departments that are involved in this enormous and complicated process. Mr. Costin is looking for the board to respond, influence to the beginnings of this process.

Mr. Needleman reported this project is the follow-up to a 2008 study that establish the 4 core district.

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The vehicular and bicycle way finding system had a policy start back in 2008.

Partners in this project include: Richard and Associates, engineers and Wright Ryan.
This group has met with city staff and other groups, on six occasions and are using the 2008 study as a starting place for this process.
Mr. Woodworth highlighted the "zones" that were developed after the 2008 study.
The group looked at all of the entry portals to the peninsulas and identified 6. This group focused on the gateways as the first contacts for visitors to the Peninsula. Exit 4 and 7 have the potential of being ceremonial gateways to the city. primary and secondary routes into the city were identified and were considered in regards to destination.

Parking was a critical component of this work. This group inventoried the parking garages and lots in the peninsula. This group is proposing new parking signage to be incorporated into street painting.

DOT is in the process of changing the signage from exit 4-7, this group hopes to offer some feedback on these proposed changes. Exits 5a 5b and 7 are priorities as per the city and the state.

The messaging by DOT will correspond with the zones identified by the city's study. Ex: Bayside, Arts District. Mr. Callanan asked if stadium mean Fitzpatrick stadium. Mr. Woodworth replied that the language to be used is undecided.

I-295 has been identified as a potential site for artistic way finding. one idea was to use reproductions from Osher Map library or the Portland Museum of Art. Another idea was to use projection on these walls. this could be inexpensive technology. Brad referred to some illustrations. He also presented some mosaic art installing.

Mr. Woodworth went on to present samples for fonts, way finding graphics, colors of zones and districts of the peninsula. Some pedestrian posts will include Maps will with 'you are here', a QR codes. Parking signs will follow the structural system developed for the other signage.

Pavement markings for parking will be included. Site specific historical photos from the Maine Historical Society could be used on the back side of the pedestrian signage. This would be a way for the signage to be 'anchored' into the community. The committee asked to include some contemporary photos as well. Next step include trying to figure out where this signage would exist, this assessment include potential sites, conflicts, utilities. These signs would developed and sited throughout the peninsula.

Mr,. Woodworth continued by highlighting the work this group has done in regards to bike way finding. Routes, paths were considered in this part of the process. Smaller signage would be developed.

Although at the last meeting, committee raised concerns about the structure of the posts and the details. The proposed posts were designed to match some of the existing post already in the city. Specific sites, typography, letter size, lighting, flexibility for future growth, maintenance, colors are all been considered.

Next steps for this committee will be to compile a report and some recommendations to the city. The recommendations will be presented to the city council.
Although, creative designs will not be part of this report, they would like other groups to contribute and be to a part of this process.

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Transportation depot, USM and to and from Jetport have also been identified as potential sites to be included in this project. Ms. O'Brien asked about the communications with the Jetport and how restricted the funds would be.

Ms. Hutchins responded, "Is either of you aware of the branding initiative by the Chamber? David Poole is the designer. Creative Portland has been charged with this branding initiative. Mr. Mitchell's office, CVB and PDD have been talking about a branding initiative. How valuable would been included in this discussion. This is an opportunity for multi initiatives to converge and be integrated into other departments."
Mr. Needleman replied his group with consult with Jan Beitzer of PDD.

Ms. Lipton spoke on behalf the PPAC, "Mosiac would be more durable." Lipton encouraged this group to look for ways to integrate the outer-peninsula neighborhood and sites.

Mr. Needleman reassured the board by saying that this system was devised to be able to grow and expanded to other parts of the city as needed.

Mr. Honey posed the question of how this signage may or may not be reflective of the City. He asked, "Is there opportunity to project the community in the signage?"

Mr. Woodworth answered saying, this possibility was definitely considered, but the utility of these signs have been identified as priority. He furthered by adding that the photography to be used in the signage was developed to root these signs into the community.

Ms. O'Brien hopes the signage will not be confusing or distracting to users. Mr. Woodworth hopes the system will be a starting place to create a new culture.

Ms. McKeen asked if the backside of the signage could be an opportunity for sponsorship? Mr. Needleman replied that sponsorship had not been a part of the conversation.

Ms.Lipton asked if the back cove and USM area are included in this project. mr. Woodworth confirmed that USM is part of this study. Nr. Needlemen furthered by saying this system would get users to and from USM.

Ms. Pottenger ask if there was an opportunity to overlay design, art, and history to encourage more pedisterian interaction. And highlighted the display potential for these poles. The signage could be charming and increase connection, the community. She continued by saying this signage could be an imaginative terrain for more than way finding.

Ms. Hutchins added, "The underpass is a great potential site for art and more." Mr. Costin added, "Maybe it's a different category of activity from the one that this group is doing. A different opporuntity for that special impression and with unique messaging."
He also raised concern regarding the St. John street area as a unnamed area. He furthered by commenting that not naming it or label it is add to the idea that this area is stigmatized. Mr. Needlemen replied that their group is working with areas that have been identified as destinations.

Public comment : The citizen asked the group to reconsider the idea of projections.

Ms. Mckeen thanked both presentors.

5. Financials Update

To be presented during June 5th meeting.

6. Presentation: Professional Development Series

Ms. Hutchins asked Ms. Charlot to report on the series. Ms. Hutchins as the board for Ms. Lipton asked how CP could find the ways to get more members of the community to take part in this.

Ms. Charlot reported that the planning committee debated the entry fee and discussed if this program should be provided at no cost.

Mr. Jaegerman commented that suggested donation would be a good solution, assuming the attendees would participate. Ms. Lipton encouraged CP to look for ways to breakdown barriers to other educational institution. Mr. Callanan suggested partnering with other membership organization.

Ms. Lipton suggested CP collect potential volunteers in exchange for admittance to the session. Ms. Mckeen asked is institutions could sponsor 50-100 people to come to the sessions.

Congress Street Closure

Mr. Honey, Ms. Hutchins and Bicycle Coalition had a meeting. Another meeting took place with the deputy city manager, where she asked for more clarification of this closure. The hope is for the consensus around one option to be reviewed and assessed. Center St to High St will be looked at. Deputy City Manager will take the lead. Mr. Honey will meet with Mary Allen Lindeman as a next step. This project may be presented to the City Council if the project grows in scope.

7. Other business

8. Next full Board meeting – June 5, 2013

Creative Portland
PROPOSED Budget for FY14
(draft date: June 5, 2013)

FY14 Estimated Revenue	
Operations (unrestricted)	
Arts District TIF Funding	90,000
ANNUAL FUND	
Special Event	15,000
Board Challenge	10,000
Individuals	2,500
Programs (restricted)	
Corporate Sponsorships	40,000
Business Partnerships (FFAW)	7,500
Grants/Foundations	45,000
Other	5,000
Total Revenue	**215,000**
FY14 Estimated Expenditures	
Operations	
Executive Director (58.5 + benefits)	76,000
Program Assistant (full time)	37,440
Phone	1,000
Office Supplies	1,500
Office Rent	9,000
Office Equipment (printer/copier/furniture)	2,500
Postage/Delivery	500
Insurance/D&O, Gen Liab., W Comp	5,000
Travel/Conference/Prof. Development	2,000
Professional Services (Bookkeeper, 15hrs/mo)	9,000
Payroll Fees	600
Audit	3,000
Memberships (CVB, Chamber, MANP)	1,500
Misc.	1,000
Operations Subtotal	**150,040**
Projects	
Branding Portland	5,000
2 Degrees Program	17,000
FFAW Brochure Design	3,600
FFAW Brochure Printing	9,000
Website Editor and Operating Expenses	14,400
Creative Economy Metrics	5,000
Professional Development Series	10,000
Programs Subtotal	**64,000**
Total Expenditures	**214,040**
Estimated Excess/Deficiency	**960**