



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

AGENDA

1. Welcome & President's Comments (Graham)
2. Review and accept minutes from Board meeting of October 2, 2013.
3. Governance (Callanan):
 - a. Election of New Officers
 - b. Reelection of Board Members (terms ending November 30, 2013)
 - c. Welcome New Board Member
 - d. Vote on Revision to By-Laws regarding requirement for all board members to reside and/or work in the City of Portland.
4. Financial Update & Executive Director Report (Hutchins)
5. Committee Updates:
 - a. Fundraising – Board Challenge (Kornhauser)
 - b. “Portland Framed” Special Event (Kornhauser)
 - c. 2 Degrees Portland (Callanan)
 - d. First Friday Art Walk (Lipton)
 - e. Creative Space (McKeen)
6. Executive Session: Pursuant to 1 M.R.S.A. 405(6)(C), the Board will go into executive session to discuss possible opportunity for use and lease of real estate.
7. Next full Board meeting – February 5, 2014



Board Meeting Minutes September 4, 2013

In attendance: Greg Mitchell, Tim Honey, Kristin Levesque, Penny Harris, Peter Bass, Alice Kornhauser, Kathleen McKeen, Bob Cote, Jessica Lipton, Randy Ferrell, Arthur Fink, Tom Blackburn, Genie O'Brien, Alex Jaegarman, Marty Pottenger (Staff: Edwige Charlot, Jennifer Hutchins)

Absent: David Marshall, Dave Wade, Andy Graham, Patrick Costin

- 1. Introductions & Vice-President's remarks by Ms. McKeen.**
 - a. Portland Ballet's new venue just opened, good visiting
 - b. Running with Scissors new space just opened. Fantastic, space for 50 artists, has 40 artists already
- 2. Review of September 4, 2013 minutes. Passed.**
- 3. Executive Director's Report by Ms. Hutchins.**
 - a. New ED for PPD on the way so waiting to discuss Artwalk's street closures.
 - b. Partnering with UNE Center for Global Humanities on their free speakers series. Board members requested to go to events and take a minute to acknowledge partnership.
- 4. Vote on CP's FY13 year-end budget. Passed unanimously.** – Details included \$16,000 (intended asset for CP to utilize if it needs) in surplus funds that will remain as an asset in our books as available, but not 'carried over' automatically into 2014.
- 5. Vote to set annual meeting with Portland City Council as November 4, 2013. Passed unanimously.** Write-up prepared by CP and submitted a week prior to meeting, reviewed by city, at City Council a brief presentation.
- 6. Governance:** At the next board meeting, Executive Committee expects to nominate new officers as follows: Ms. Kornhauser as president, Ms. McKeen as vice-president, Mr. Bass as treasurer, Ms. Lipton as secretary and Mr. Graham as immediate past-president.
- 7. Update on Creative Space by Ms. McKeen:**
 - a. There is tremendous energy, passion, momentum on various projects, but nothing specific to report on except one major update in a memo from Hutchins explaining relationship between CP and Creative Space, which were awarded a \$30,000 grant from the Portland Development Corporation requiring a match. Subcommittee concluded that situation was clarified and improved if Creative

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Space operates as an initiative of CP with a committee rather than a separate nonprofit.

- b. Creative Space committee Ms. McKeen, Mr. Costin, Ms. Lipton, Ron Spinella, Michael Shaughnessy, and Deborah Van Hoewyk
- c. CP will engage Tom B as an independent contractor and in order to remove conflicts of interest, will resign from CP Board. CP will evaluate future as present unfolds. Memo submitted along with a revised FY14 budget that reflects the structural changes financial impact.
- d. Discussion:
 - i. how are committee members selected, process for adding?
 - ii. how does such a committee with important tasks and decisions, how does the accountability, financial & political, intellectual property issues, and project vision consistently get communicated to CP so we as the Board can provide legal and prudent oversight?
 - iii. project is one of CP's original areas of interest
 - iv. issues re: privacy, property, issues and govt. transparency are present as well. Ms. McKeen as committee chair and Ms. Hutchins as ED provide oversight on behalf of CP.
 - v. Ms. O'Brien: Portland Ballet has benefited from Tom's expertise in developing their theater
 - vi. Ms. Pottenger: need to expand committee to include more diverse array of Portlanders directly affected by activities, tasks, goals.
 - vii. Mr. Fink: paying board members is legal if rules are followed and doesn't think Mr. Blackburn's resignation should be a precedent.
 - viii. Ms. McKeen: we operate with public funds and are due for audit this year
 - ix. Mr. Honey: clarifying point down the road, two ways to look at creative spaces and what Mr. Blackburn is doing. 1) initiated by organizations looking for creative space 2) lots going on in Bayside, popular area, opens chance to piggyback onto other projects 3) hoping that Mr. Blackburn can become a resource on behalf of CP in particular

Vote taken to accept the changes proposed re: Creative Space relationship with Creative Portland. Approved unanimously.

8. Creative Portland Work Plan presented by Ms. Hutchins. Presentation attached to minutes.

- a. Q&A/Discussion
 - i. Mr. Honey: Where do you see the creativity in the immigrant community? Ms. Hutchins: You know that I want to figure this out, but am opposed to any kind of tokenism. Diversity is critical to our human ecosystem. Want it to be helpful rather than general invitation. Steps I've taken was bringing you on the board, attending some of the conversations. Ms. Charlot has been helpful re: raising diversity re: 2

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Degrees offering a list of about 40 individuals – cultural, ethnic, etc.; Our goal is to reach out to those individuals. Mr. Fink: noted that many immigrants are not asked about their professional skills. Ms. Charlot: noted that CP has met with them as well and some orgs have attended 2 Degrees to encourage profiles on LIVEWORK Portland site.

Mr. Jaegerman: Among the categories of creative professionals, the original Creative Economy Steering Committee was also thinking of artisanal economy/craft food community, which draws in a diverse cultural community. Ms. O'Brien: Education, new schools being created are tapping into a different kind of teaching approach and mechanisms...even if Charter Schools are not something you want to specifically list, they are bringing in creatives as well.

- ii. Ms. Hutchins: 2 Degrees is connecting people to the community once they get here. If goal is “more patrons for the arts” what can we do to attract and develop that? The Art Walk is part of the solution with the mission of a wider audience accessing the arts. CP, MECA and PMA have started very preliminary conversations re: patronage encouraging best practice for organizations & companies, including the practice around art auctions instead of art sales (MECA onboard). Clearly we want to support artists and creatives who are already here.
- iii. Mr. Honey: “Fantastic presentation. But getting the message out to companies, corporations, organizations – what Marty and I were focusing on at the NEFA conference – what is relationship to immigrant communities. Where are the creative people working to impact the culture re: social issues. Hope Church operates out of Eastland garage. Attracting those types of people to Portland gets to the underlying the message you are presenting – creative, happy, healthy community. It expands the definition, the creative change agent within institutions...particularly public sector...there’s a lot to be explored. I would think the Greg’s economic dept would welcome this message and getting it out.”
- iv. Ms. O'Brien: “The Telling Room is a good example of creative org that gets a lot of people together. I’d like to see Creative Space go to Portland Adult Education, Preble Street Resource Center, plus other places, could be simply offering a space as another way to go – doesn’t have to be a performance space.” Ms. McKeen: “Great point, Tom can speak to that, one of his passions has been to create a cultural welcome center.”

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- v. Mr. Fink said that it was a really exciting presentation and great to be reminded how much has been accomplished in terms of direct support and projects and changes. There needs to be a clear effort to get this story told more clearly. Lots of naysayers who need to see all this – the news that there is a group that is actively working with real resources, ideas, expertise, projects to accomplish goals. City is full of artists that want the city to be offered to them on a platter but there is no platter. By a careful listening process we could learn something.
- vi. Mr. Jaegerman talked about past creative economy summits and agreed that it may be time to do that again, but doesn't need to happen all the time. Getting things done is important too. 2006 was probably last time. Ms. Kornhauser suggested a 10 years later event in 2016
- vii. Ms. O'Brien suggested a flyer to distribute at the Art Walk, so people could see what's been done and being done. Is there any way to canvas Art Walk viewers to see where they live? Ms. Hutchins said the research conducted in 2011 with Americans for the Arts indicated about 60% coming from outside Portland to attend nonprofit arts event in the city. She noted hearing about one couple from Montreal who had come down expressly for Art Walk.

Ms. McKeen concluded the meeting by thanking everyone for attending and looking forward to seeing everyone on December 4th. Motion to adjourn seconded and passed unanimously.

Respectfully submitted by Marty Pottenger



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—— ATTRACT•CONNECT•ENGAGE ——

LIVEWORK**PORTLAND**.ORG

Presentation to Creative Portland Board of Directors
October 2, 2013 by Jennifer Hutchins

OUR GOAL

A prosperous community
that values and supports
what makes Portland a great place
to live and work ...
*especially creativity,
innovation and the arts.*

WHAT'S SUCCESS?

Thriving “creative” businesses

Happy, inspired entrepreneurs and artists

More funding for cool stuff ...

especially arts and culture

A happy, joyful city!

WHO IS “CREATIVE”?

**We are open to all who
can help us reach our goal.**

We are specifically focused on
people who tend to thrive in creative,
innovative environments, including ...

- CEOs, senior management
- IT and marketing professionals
- Financial managers
- Lawyers, scientists, professors
- Entertainers, designers
- People in media and the arts

HOW ARE WE GOING TO DO THIS?

- **ATTRACT** contributors to the economy
- **CONNECT** and **ENGAGE** them in our community
- **SUPPORT** artists and creative entrepreneurs
- **CREATE** an environment that fosters creativity and innovation

HOW FAR WE'VE COME

2008: 12 Board members, \$30k
little/no awareness or reputation

2013: 20 Board, 250+ volunteers, 2 emps, \$215k
Regional awareness and growing reputation
GPEDC, CVB, Chamber, Portland ConnectED
Growing Portland, Maine Arts Cmsn

SOME MAJOR ACCOMPLISHMENTS

- Launched LiveWork Portland.org TWICE
- Launched 2 Degrees Portland
- Supported FFAW (13 yrs. \$1M/yr)
- Launched Portland Brand System
- Developed/Managed Prof Development Series
- Launched Assets for Artists program
- Co-founded Talent Recruiters group
- Conducted 3 major research projects
- Hosted NEFA Conference, NEA Chairman, Artspace

CORE PROGRAMS FY14

- Brand Portland
- LiveWork Portland.org
- 2 Degrees Portland
- Creative Space
- First Friday Art Walk
- Professional Development
- Research & Outreach

Portland Economic Dev Plan (spearheaded by CP)

GOAL #1: Increase collaboration among creative and innovation sectors.

- Further develop and coordinate efforts to attract the “creative occupations”

(LiveWork Portland; 2 Degrees Portland)

GOAL #2: Promote Portland as a city where innovation and creativity thrive

- Further develop and implement new Portland brand system
- Increase promotion and use of TALENT ATTRACTION strategies
- Work with partners to integrate into business and visitor attraction efforts

(Brand Portland; LiveWork Portland; 2 Degrees Portland)

Portland Economic Dev Plan (spearheaded by CP)

GOAL #3: Create incentives for Portland's creative enterprises

- Provide assistance to artists and entrepreneurs in securing work space.
- Pursue development of work space for artists and creative entrepreneurs.

(Creative Space)

GOAL #4: Support individuals/businesses that are innovative, creative and entrepreneurial as a means of growing and diversifying the local economy

- Conduct additional research on Portland's creative occupations to identify needs and possible supports

(Professional Development; Research & Outreach; First Friday Art Walk)



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Creative Portland

Profit & Loss Budget vs. Actual

July through October 2013

	Jul - Oct 13	Budget	Over (Under) Budget
Ordinary Income/Expense			
Income			
4100 · Operations (unrestricted)			
4110 · Annual Fund			
4111 · Individual	-	2,500.00	(2,500.00)
4112 · Board Challenge	1,599.25	10,000.00	(8,400.75)
4113 · Special Event	-	15,000.00	(15,000.00)
Total 4110 · Annual Fund	1,599.25	27,500.00	(25,900.75)
4115 · Arts District TIF Funding	50,000.00	90,000.00	(40,000.00)
4120 · Business Partnerships	10,500.00	12,500.00	(2,000.00)
4140 · Corporate Sponsorships	-	40,000.00	(40,000.00)
Total 4100 · Operations (unrestricted)	62,099.25	170,000.00	(107,900.75)
4200 · Programs (restricted)			
4230 · Prof Dev Series Program Fees	445.00	-	445.00
4240 · PEDPIP Funds raised by CP	10,000.00	30,000.00	(20,000.00)
4250 · PEDPIP Committee Match	-	41,430.75	(41,430.75)
4260 · FFAW - Special Event	1,000.00	-	1,000.00
4270 · Grants & Foundations	10,000.00	45,000.00	(35,000.00)
Total 4200 · Programs (restricted)	21,445.00	116,430.75	(94,985.75)
Total Income	83,544.25	286,430.75	(202,886.50)
Expense			
7100 · Personnel			
7101 · Executive Director	17,415.36	58,500.00	(41,084.64)
7102 · Program Assistant	5,724.00	18,720.00	(12,996.00)
7103 · Employee Benefits	4,230.20	17,500.00	(13,269.80)
7104 · Payroll Fee	366.10	1,200.00	(833.90)
7105 · Payroll Taxes	1,693.67	6,000.00	(4,306.33)
Total 7100 · Personnel	29,429.33	101,920.00	(72,490.67)
7500 · Professional Services			
7560 · Accounting	2,775.00	12,000.00	(9,225.00)
Total 7500 · Professional Services	2,775.00	12,000.00	(9,225.00)
8110 · Rent			
8111 · Office Rent	2,575.00	9,000.00	(6,425.00)
Total 8110 · Rent	2,575.00	9,000.00	(6,425.00)
8120 · Telecommunications			
8122 · Cell Phone Reimbursements	120.00	-	120.00
8123 · Landline	56.38	1,000.00	(943.62)

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

	Jul - Oct 13	Budget	Over (Under) Budget
8124 · Software	59.99	-	59.99
8125 · Email	83.32	-	83.32
Total 8120 · Telecommunications	319.69	1,000.00	(680.31)
 8170 · Supplies & Equipment			
8171 · Major Equipment & Furniture	381.44	2,500.00	(2,118.56)
8172 · Office Supplies	50.19	1,500.00	(1,449.81)
Total 8170 · Supplies & Equipment	431.63	4,000.00	(3,568.37)
 8180 · Postage and Delivery	1.72	500.00	(498.28)
8200 · Professional Development			
8210 · Staff Development	225.00	2,000.00	(1,775.00)
Total 8200 · Professional Development	225.00	2,000.00	(1,775.00)
 8230 · Dues & Memberships	100.00	1,500.00	(1,400.00)
8240 · Insurance	-	5,000.00	(5,000.00)
8260 · Marketing			
8261 · Advertising	184.50	-	184.50
Total 8260 · Marketing	184.50	-	184.50
 8270 · Depreciation Expense	176.76	-	176.76
8300 · Projects			
8315 · Website Editing & Operating Exp	100.00	14,400.00	(14,300.00)
8330 · First Friday Art Walk			
8331 · Special Events	1,000.00	-	1,000.00
8330 · First Friday Art Walk - Other	2,216.49	5,000.00	(2,783.51)
Total 8330 · First Friday Art Walk	3,216.49	5,000.00	(1,783.51)
 8340 · Professional Development Series	1,279.68	10,000.00	(8,720.32)
8360 · Creative Economy Metrics	-	5,000.00	(5,000.00)
8385 · Creative Space	2,478.76	60,000.00	(57,521.24)
8395 · 2 Degrees Program	2,655.37	17,000.00	(14,344.63)
Total 8300 · Projects	9,730.30	111,400.00	(101,669.70)
 8400 · Miscellaneous	-	1,000.00	(1,000.00)
9500 · Temporary Distribution	33.42	-	33.42
Total Expense	45,982.35	249,320.00	(203,337.65)
 Net Ordinary Income	37,561.90	37,110.75	451.15
 Net Income	37,561.90	37,110.75	451.15

ADMINISTRATION:

- I signed a one-year lease on an office suite on the fourth floor of the State Theater building beginning December 1 with an upgrade planned to the sixth floor in the spring. Leases are year-to-year and the costs are within the approved FY14 budget.
- I will find a replacement for the program assistant position this month.

FINANCIALS/BUDGET:

- The budget has been adjusted to reflect more realistic goals for foundation/grant revenue from \$45k to \$15k. Proposals will go out in January and February, but they won't be awarded until spring and would count toward FY15. The reduction in revenue is balanced out by the reduction in time for an assistant.
- With a full audit required at the end of this fiscal year, our bookkeeper and I are getting our financial house in order with regards to adequate systems and verifications. She is also working on 990s for both CP and PACA. Note: We have kept the 501c3 designation for PACA and need to file 990s and state annual reports as a result.

FUNDRAISING

- Alice, Tom, Kathleen and I are the core fundraising group. Major efforts include completing the match requirement for the \$30k from PDC (\$12,500); getting corporate sponsorships for the \$40k goal; pursuing the board challenge; planning the April fundraising event; and pursuing foundation grants.
- **APRIL FUNDRAISER: Save the Date!** We have a fabulous group of volunteers working on the art sale/fundraiser for Friday, April 11, 2014 at the Westin. We're looking at ticket prices around \$75 with a possible VIP portion for \$150.

BOARD DEVELOPMENT

- Tom has submitted his resignation from the CP Board. His position will be advertised by the City Clerk in December. That person will complete his term.
- At the December board meeting, we need to vote on a change to the by-laws that would allow us to elect someone to the board who does not necessarily live or work in Portland. That would then need to be approved by Portland City Council at a later date.

STRATEGIC DIRECTION: I am still interested in convening a group that can think about "Creative Portland 5 Years Out" with a report to, and discussion with, the full board at some point. The new Executive Committee will discuss this in January.

CREATIVE SPACE: I am working closely with Tom on the projects outlined in the PEDPIP grants from the Portland Development Corporation. This month, we will choose a web developer to work on the Creative Space online portion to integrate with the LiveWork Portland site.

FIRST FRIDAY ART WALK: An unexpected opportunity last month that has taken a lot of my time—we partnered with PDD to close Congress Street from Brown to State for the December

Art Walk. We raised \$5,000 from corporate sponsors to hire the Circus Conservatory of America to do an outdoor street performance that night in the 600 block.

The FFAW committee is also doing well. They held a get-together in November at Aucocisco to talk about the committee and announce what we hope to do with the Art Walk. About 30 people representing various venues attending, including several CP board members. Many thanks to those of you who attended.

LIVEWORK PORTLAND: We have launched our “Careers in Greater Portland” page. I need to refocus on getting more blog content from the editor and guest bloggers. There’s more that we can do with this site, and partnering with StartUp Portland (they approached us) and the new content related to Creative Space will help move that forward.

2 DEGREES PORTLAND: Sarah Delisle has taken over for Chelsea as the 2 Degrees Manager. She and the new planning committee are doing a great job. There was another very successful event at Rising Tide Brewery where we introduced the new enterprise Buoy Local. A sign of successful outreach, we are now being contacted by organizations and businesses that want to have a 2 Degrees event at their space.

UNE CENTER FOR GLOBAL HUMANITIES: We partnered with the Chamber to offer a lunchtime brown bag with the Center’s guest lecturer on Nov 25. The lecturer is an historian from UC Irvine who has written about the current developments in China.