

# CREATIVE PORTLAND<sup>ME</sup>

## **Board of Directors Meeting**

Wednesday, October 1, 2014

3:30 to 5:00 p.m.

Basement Conference Rm. 24,  
Portland City Hall

### **AGENDA**

1. Welcome & President's Comments (Kornhauser)

2. Consent Agenda (Kornhauser)

- a. Executive Director's report
- b. Financial update
- c. August minutes

**ACTION:** Vote on Consent Agenda

3. Governance: Nomination of Dee Dee Germain; 2015 Officer Slate (Kornhauser)

**ACTION:** Vote on Board Member Nomination

4. Discussion: Follow-up to 9/11/14 Board Workshop (Kornhauser)

5. Discussion: Congress Square Redevelopment Committee (Bass)

6. Other business

7. Next full board meeting – December 3, 2014

## Executive Director's Report: October 2014

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**ADMINISTRATION:** We are starting a Creative Portland newsletter on October 7. They will be sent on the first Tuesday of every month. It will be a blend of all of our program highlights as well as announcements about other resources and opportunities for Portland's creative community.

**FUNDRAISING:** We have formed a small group for fundraising and are working with grant writers. [We will be asking more board members to join this group](#) and meet regularly starting in October.

**STRATEGIC DIRECTION/BOARD RETREAT:** We held a Board Retreat on Thursday September 11 from 3:00 – 6:00 at the Portland Ballet Studio Theater. Feedback was largely positive, though many felt that we should have had more time to talk about the issues that were raised. The executive committee agreed to continue the discussions started at the Retreat in board meetings. [If you were unable to attend and would like a summary, please let me know.](#)

**CREATIVE SPACE:** The "Find Your Space" database has been completed and is available online. Go to [liveworkportland.org](http://liveworkportland.org) and click on "Find your space" in the middle of the home page. [Please send feedback, questions, updates and "space leads" to Jess Lipton.](#) We will be sending a news release in conjunction with First Friday Art Walk. We will keep the database updated with regular communications to the venue managers.

**FIRST FRIDAY ART WALK:** We are working with a USM undergraduate class in cultural tourism to survey over 200 Art Walk attendees about their experiences with the Art Walk. The students will be administering the survey during the October and November Art Walks. [If anyone can help those evenings to make sure the students have what they need and are supported, please let me know.](#) My office will be open with coffee and snacks.

**PORTLAND BRANDING:** Work has started with David Puelle (who led the City's brand system) on the relocation guide for Portland. After lining up the funding, next steps will be pulling together the various partners (City, CVB, PDD and the Chamber) to talk about the content and art direction.

**LIVEWORK PORTLAND\_WEBSITE:** I have hired a freelance writer to update the site in detail. She will be working on edits over the next few weeks. [If anyone has suggestions or questions, now is the time to ask. Please email me.](#)

**LIVEWORK PORTLAND\_TALENT RECRUITERS:** I organized a second meeting of the Talent Recruiters Network held at Bernstein Shur on September 19. Eleven area companies and organizations were represented. The group agreed to continue with the "trailing spouse" initiative. They also agreed to make a public announcement about the group and asked to add others. Organizations represented range from LLBean and Intermed to CIEE and Bowdoin College.

**LIVEWORK PORTLAND\_METRICS:** The Chamber released their economic scorecard to which Creative Portland contributed our measures on “creative professions.” Andy Graham and I are participating in a workgroup with the Chamber and others to discuss next steps since the release of the data earlier this month.

## **2 DEGREES PORTLAND:**

- Sarah Delisle organized another successful event at Coffee By Design’s new facility on Diamond Street. Over 120 people attended. The theme highlighted the local “makers” who contribute to spaces and Mary Allen Lindemann recognized all of the local manufacturers and artists whose work is included in their new space. My parting challenge to the crowd was to ask themselves before their next purchase if they could buy it locally.
- The next event will be held on **November 5 at Portland Ballet Studio Theater** and will likely focus on the need for creative space in Portland. **Please join us. We need more identified “connectors” to help with the volume of newcomers to these events.**

**WORLD AFFAIRS COUNCIL (Immigrant Outreach):** We are working with Tim Honey and the World Affairs Council to develop a research project to determine who is active in arts and cultural activities in the immigrant communities. We expect to conduct a workshop in May 2015 that will culminate with the May Art Walk. **We need volunteers from the board to help us with this project. Please let us know if you are interested.**

**ASSETS FOR ARTISTS:** We are applying again this fall for a CDBG grant from the City of Portland to work with Mass MoCA and CEI for the second time. If funded, we will announce the opportunity next summer to have our second cohort of eligible Portland artist-entrepreneurs receive free financial and business training.

**WORK IN PLACE SUMMIT:** Andy Graham and I are working with a small planning group to host a national summit in Portland in the fall of 2015 to focus on the people who live remotely from the companies who employ them. We suspect that there are many people in that situation in the Portland area and want to learn more about their contributions and needs for support.

## **OUTREACH/PARTNERSHIPS:**

- I am speaking at the Lift360 conference on Friday October 3. Discounts are available to Creative Portland board members.
- Creative Portland and I are featured in the November issue of Maine Magazine.
- I am on the planning team for the next **Maine Start-Up and Create Week** that will be held the third week of June 2015 in Portland.
- I continue to be involved in the Mayor’s two initiatives: **Portland ConnectED** and **Growing Portland**.
- I am also still on the boards of the Greater Portland Economic Development Corporation, the GP Convention and Visitors Bureau, and on the Chamber’s Economic and City Affairs committee.

**Please contact me if you have any questions or would like more details about any of the above.**

## **MEMO**

**To: Creative Portland Board**  
**Fr: Jennifer Hutchins, Executive Director**  
**Re: Financials Report: October 2014**  
**Da: September 25, 2014**

We are on track for spending and in a strong cash position as our first installment from the City of Portland has arrived. The second is due in April 2015. The “lean” times from a cash position occur in February and March.

Since this update was prepared, we have received a \$10,000 grant from the Greater Portland Public Development Commission, which is not yet reflected in account 4720, the Grants line.

We are the fiscal sponsors of a few groups, who will start appearing in our financial reports in coming months. Maine Startup and Create Week appears in this report. In the future, you will also see the Peaks Island Collaborative and TEMPO, a temporary public art group in Portland. All of our fiscal sponsorships include 5% administrative fee to CP.

**Creative Portland**  
**Profit & Loss Budget vs. Actual FY15**  
July through August 2014

|                                               | <u>Jul - Aug 14</u> | <u>Budget</u>     | <u>\$ Over Budget</u> |
|-----------------------------------------------|---------------------|-------------------|-----------------------|
| <b>Ordinary Income/Expense</b>                |                     |                   |                       |
| <b>Income</b>                                 |                     |                   |                       |
| <b>4100 · Operations (unrestricted)</b>       |                     |                   |                       |
| <b>4110 · Annual Fund</b>                     |                     |                   |                       |
| 4113 · Portland Framed Event                  | 500.00              | -                 | 500.00                |
| 4110 · Annual Fund - Other                    | 100.00              | 9,500.00          | (9,400.00)            |
| <b>Total 4110 · Annual Fund</b>               | <u>600.00</u>       | <u>9,500.00</u>   | <u>(8,900.00)</u>     |
| 4114 · Special Event                          | -                   | 15,000.00         | (15,000.00)           |
| 4115 · Arts District TIF Funding              | 50,000.00           | 100,000.00        | (50,000.00)           |
| 4120 · Business Partnerships                  | -                   | 10,000.00         | (10,000.00)           |
| 4140 · Corporate Sponsorships                 | 10,000.00           | 25,000.00         | (15,000.00)           |
| <b>Total 4100 · Operations (unrestricted)</b> | <u>60,600.00</u>    | <u>159,500.00</u> | <u>(98,900.00)</u>    |
| <b>4200 · Programs (restricted)</b>           |                     |                   |                       |
| 4250 · PEDPIP Committee Match                 | -                   | 21,000.00         | (21,000.00)           |
| 4270 · Grants & Foundations                   | -                   | 15,000.00         | (15,000.00)           |
| <b>Total 4200 · Programs (restricted)</b>     | <u>-</u>            | <u>36,000.00</u>  | <u>(36,000.00)</u>    |
| 4300 · Other                                  | 0.02                |                   |                       |
| <b>5100 · Fiscal Sponsorship Fees</b>         |                     |                   |                       |
| 5140 · Maine Startup                          | 10,000.00           |                   |                       |
| <b>Total 5100 · Fiscal Sponsorship Fees</b>   | <u>10,000.00</u>    |                   |                       |
| <b>Total Income</b>                           | <u>70,600.02</u>    | <u>195,500.00</u> | <u>(124,899.98)</u>   |
| <b>Expense</b>                                |                     |                   |                       |
| <b>7100 · Personnel</b>                       |                     |                   |                       |
| 7101 · Executive Director                     | 7,846.08            | 60,000.00         | (52,153.92)           |
| 7102 · Program Assistant                      | 2,040.00            | 18,000.00         | (15,960.00)           |
| 7103 · Employee Benefits                      | 3,211.33            | 16,500.00         | (13,288.67)           |
| 7104 · Payroll Fee                            | 167.90              | 1,200.00          | (1,032.10)            |
| 7105 · Payroll Taxes                          | 691.27              | 7,000.00          | (6,308.73)            |
| <b>Total 7100 · Personnel</b>                 | <u>13,956.58</u>    | <u>102,700.00</u> | <u>(88,743.42)</u>    |
| <b>7500 · Professional Services</b>           |                     |                   |                       |
| 7520 · Graphic Design                         | 2,100.00            | 15,100.00         | (13,000.00)           |
| 7530 · Legal Fees                             | -                   | 70.00             | (70.00)               |
| 7540 · Photography & Video                    | 1,000.00            | 150.00            | 850.00                |
| 7545 · Project Management                     | 1,000.00            | 12,000.00         | (11,000.00)           |
| 7560 · Accounting                             | 1,525.00            | 12,000.00         | (10,475.00)           |
| 7570 · Technical Support                      | -                   | 1,500.00          | (1,500.00)            |
| 7575 · Website Editing and Bloggin            | -                   | 13,170.00         | (13,170.00)           |
| 7580 · Other                                  | -                   | 2,000.00          | (2,000.00)            |
| <b>Total 7500 · Professional Services</b>     | <u>5,625.00</u>     | <u>55,990.00</u>  | <u>(50,365.00)</u>    |

**Creative Portland**  
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July through August 2014

|                                              | <u>Jul - Aug 14</u> | <u>Budget</u>    | <u>\$ Over Budget</u> |
|----------------------------------------------|---------------------|------------------|-----------------------|
| <b>8110 · Rent</b>                           |                     |                  |                       |
| 8111 · Office Rent                           | 800.00              | 7,200.00         | (6,400.00)            |
| 8112 · Electricity                           | 44.46               | 250.00           | (205.54)              |
| <b>Total 8110 · Rent</b>                     | <u>844.46</u>       | <u>7,450.00</u>  | <u>(6,605.54)</u>     |
| <b>8120 · Telecommunications</b>             |                     |                  |                       |
| 8122 · Cell Phone Reimbursements             | 40.00               | 480.00           | (440.00)              |
| 8123 · Landline                              | 28.35               | 400.00           | (371.65)              |
| 8125 · Email                                 | 70.00               |                  |                       |
| 8126 · Internet                              | 23.49               | 600.00           | (576.51)              |
| 8127 · Other                                 | 119.88              | 125.00           | (5.12)                |
| <b>Total 8120 · Telecommunications</b>       | <u>281.72</u>       | <u>1,605.00</u>  | <u>(1,323.28)</u>     |
| <b>8130 · Printing and Reproduction</b>      | -                   | 11,850.00        | (11,850.00)           |
| <b>8140 · Food and Venue</b>                 |                     |                  |                       |
| 8141 · Venue                                 | -                   | 7,200.00         | (7,200.00)            |
| 8142 · Food                                  | 130.36              | 4,900.00         | (4,769.64)            |
| <b>Total 8140 · Food and Venue</b>           | <u>130.36</u>       | <u>12,100.00</u> | <u>(11,969.64)</u>    |
| <b>8170 · Supplies &amp; Equipment</b>       |                     |                  |                       |
| 8171 · Major Equipment & Furniture           | -                   | 2,500.00         | (2,500.00)            |
| 8172 · Office Supplies                       | 65.90               | 1,500.00         | (1,434.10)            |
| 8170 · Supplies & Equipment - Other          | -                   | 2,700.00         | (2,700.00)            |
| <b>Total 8170 · Supplies &amp; Equipment</b> | <u>65.90</u>        | <u>6,700.00</u>  | <u>(6,634.10)</u>     |
| <b>8180 · Postage and Delivery</b>           | 5.95                | 300.00           | (294.05)              |
| <b>8200 · Professional Development</b>       |                     |                  |                       |
| 8210 · Staff Development                     | 17.00               | 1,750.00         | (1,733.00)            |
| <b>Total 8200 · Professional Development</b> | <u>17.00</u>        | <u>1,750.00</u>  | <u>(1,733.00)</u>     |
| <b>8230 · Dues &amp; Memberships</b>         | 200.00              | 1,000.00         | (800.00)              |
| <b>8235 · Board Expense</b>                  | -                   | 30.00            | (30.00)               |
| <b>8240 · Insurance</b>                      |                     |                  |                       |
| 8241 · Workmen's Compensation                | 146.25              | 600.00           | (453.75)              |
| 8242 · D & O                                 | -                   | 1,100.00         | (1,100.00)            |
| 8243 · General Liability Insurance           | -                   | 2,700.00         | (2,700.00)            |
| <b>Total 8240 · Insurance</b>                | <u>146.25</u>       | <u>4,400.00</u>  | <u>(4,253.75)</u>     |
| <b>8260 · Marketing</b>                      |                     |                  |                       |
| 8261 · Advertising                           | 1.00                | -                | 1.00                  |
| 8260 · Marketing - Other                     | 130.00              | 780.00           | (650.00)              |
| <b>Total 8260 · Marketing</b>                | <u>131.00</u>       | <u>780.00</u>    | <u>(649.00)</u>       |
| <b>8270 · Depreciation Expense</b>           | 88.38               | 500.00           | (411.62)              |

**Creative Portland**  
**Profit & Loss Budget vs. Actual FY15**  
July through August 2014

|                                      | <u>Jul - Aug 14</u> | <u>Budget</u>      | <u>\$ Over Budget</u> |
|--------------------------------------|---------------------|--------------------|-----------------------|
| 8400 · Miscellaneous                 | -                   | 1,000.00           | (1,000.00)            |
| 8600 · Write-offs                    | 29.55               |                    |                       |
| 9000 · Fiscal Sponsor                |                     |                    |                       |
| 9600 · Maine Startup and Create Week | 9,500.00            |                    |                       |
| Total 9000 · Fiscal Sponsor          | 9,500.00            |                    |                       |
|                                      |                     |                    |                       |
| 9500 · Temporary Distribution        | 50.95               |                    |                       |
| Total Expense                        | 31,073.10           | 208,155.00         | (177,081.90)          |
|                                      |                     |                    |                       |
| Net Ordinary Income                  | 39,526.92           | (12,655.00)        | 52,181.92             |
|                                      |                     |                    |                       |
| Net Income                           | <u>39,526.92</u>    | <u>(12,655.00)</u> | <u>52,181.92</u>      |

**Creative Portland**  
Board Meeting Minutes  
Aug 1<sup>st</sup>, 2014  
3:30 – 5:00 p.m.

**In Attendance:** Alice Kornhauser, Kathleen McKeen, Peter Bass, Tim Honey, Mark Rubin, Marty Pottenger, Zeke Callanan, Randy Ferrell, Patrick Costin, Genie O'Brien, Alex Jagerman

**Staff in attendance:** Jennifer Hutchins and Jess Lauren Lipton

**Guest:** Dee Dee Germain

**Meeting called to order 3:45p.m.**

**Welcome and President's Comments**

Ms. Kornhauser welcomed the board and asked that they take a moment to acknowledge the diversity within the board.

**Executive Director Report**

Ms. Hutchins provided her report in the back up materials packet. She updated the board on the new logo and Creative Portland Project tags that will accompany our branding materials. This was made possible with assistance from the Davis Family Foundation Grant.

Ms. Kornhauser made a motion to accept the Consent Agenda: 1<sup>st</sup>: Ms. McKeen, 2<sup>nd</sup>: Ms. O'Brien. Unanimous.

**Budget**

Ms. Hutchins noted that board need to pass accepted budget to apply for allotment from the city. She has included narrative with financial reports.

The second page of the financial report shows funds spent in July during current fiscal year; the second column is proposed FY15 budget; and the third column is actual. Ms. Hutchins is asking that the board vote on budget as proposed in second column. During the last meeting the board voted to approved budget provided discussed changes were made. Since the last meeting an expected grant didn't come in and now numbers will reflect inability to add more hours to staff time; but there are no other major changes.

The income line board challenge and individuals collapsed into an annual fund. In the past, budgets were structured to reflect different programs. The budget is now broken down by how funds are spent. Ms. Kornhauser noted that the budget now reflects the workplan that allows the board to apply for tiff funding. The board can allow the passing of a deficit budget because CP adjusts the budget line as the year goes on.

Ms. Hutchins suggested if the board voted on the deficit budget of \$12K, that \$7500 would be covered by a grant carried over from last year leaving a remaining deficit of \$5100.

Ms. O'Brien asked about the rent for the office, what the venue line item meant.

Ms. Hutchins will need to check with the bookkeeper about the office rent numbers and the venue relates to events around 2 Degrees.

Ms. Kornhauser noted that board giving will be called an annual fund.

Relating to the question around office rent, Ms. McKeen noted that \$200 should go in income (from sublease rent).

Ms. Kornhauser reiterated needing to check with the bookkeeper on where to put the line item.

Mr. Callanan noted that the photo and video budget were higher than expected.

Ms. Hutchins noted that the expense came out of Davis Family Foundation grant but will again need to check with the bookkeeper.

Ms. O'Brien asked about insurance.

Ms. Hutchins noted that CP used to go through Clark but now goes through Great American. The liability insurance covers the First Friday Art Walk.

MS. Pottenger asked if the 990 in 2013 is expected to be in the black.

Ms.Hutchins said it is projected to be.

Ms. Pottenger asked if the board expected to pass FY 2014 as a deficit.

Ms. Kornhauser said the budget is expected to close FY 2014 in the black.

Ms. Pottenger asked if it would be useful to note in kind donations in the budget.

Ms. Hutchins said she will look to advisors at Mac Page for guidance.

Ms. Pottenger noted that high in kind donations can kick the organization in to a more expensive audit bracket.

Ms. Hutchins noted that she is working with Peter from Mac Page whom she found through the Maine Association

of Non-Profits.

Motion to accept budget : 1<sup>st</sup>. Ms. O'Brien, 2<sup>nd</sup>. Mr. Costin. Unanimous.

### **Creative Space Online Database**

Ms. Hutchins wanted to bring the board up to date with Creative Space. The website is not live yet and staff still need to reach out to spaces to review before launching. The intention is to have public reveal through 2 degrees at CBD diamond st on Sept 17<sup>th</sup>. Ms. Hutchins walked the board through the site. There about 500 spaces and maybe 40/50 venues. James Cradock is developing map of clusters for various kinds of arts. (need to assign locations for search parameters for spaces)

Ms. Pottenger asked for context around the project.

Ms. Hutchins provided some background history: Former board member Tom Blackburn was interested in space around a creative center and applied for support money from the city to investigate creative space on the peninsula. This inventory is next step that started with question about need for affordable creative space. It helps to determine what exists and can be used to identify gaps. The funds came from two private families and Portland Development Foundation. A web developer was hired to turn data into searchable database.

Ms. Pottenger asked if the database was expected to expand to South Portland.

Ms. Hutchins noted that due to the Creative Portland charter, the database must be city specific.

Ms. Kornhauser noted that is database was part of original Creative Space plan and acknowledged Mr. Costin and Ms. McKeen for their efforts.

### **Partnership with World Affairs Council**

Mr. Honey is proposing a cooperative project between CP and the World Affairs Council of which he is now the president. It's an opportunity to look at international issues that impact Portland and the state of Maine. Immigration is having a profound impact and the WAC will be hosting series of events celebrating immigration that highlight the positive sides. Without immigration Portland would be in no grow situation. The transformation showing up in Portland schools. There is a need to get the kids integrated into the city's economy. There are 4-5 programs expected to happen during course of coming year. There is an opportunity within CP community to reach out to immigrant community in creative fields. Connecting with the First Friday Art Walk is a suggestion.

There may be opportunity within arts community to look at co-op model of economic development. Mr. Honey is currently talking with the former owner of Local Sprouts about developing a survey to find out who in the immigrant community is engaged in the arts. The mayor has also suggested that he likes notion of co-op economic development.

Mr. Callanan suggested that this project seems to be natural fit for 2 Degrees.

Ms. Kornhauser suggested to pull in the Institute for Civic Leadership that has merged with Common Good Ventures for recommendations.

Ms. O'Brien suggested the FFAW, connecting with schools, and the farmers markets are possible opportunities.

Mr. Jagerman suggested working with Friends of Congress sq. There used to be an event called One World Portland that was a celebration of cultures.

### **Other Business**

Mr. Costin asked if there is any headway with Eggs and Issues.

Ms. Kornhauser noted that it is challenging to get it. It was also noted that Ms. Hutchins will be speaking October 3<sup>rd</sup> during the Lift 360 Conference.

Ms. Kornhauser said she has met with marketing comm group to mobilize after the summer.

Ms. Hutchins spoke briefly on the board retreat overview.

Meeting adjourned at 5p.m.

Respectfully submitted by,  
-Jess Lauren