

CREATIVE PORTLAND^{ME}

Board of Directors Meeting

Wednesday, April 1, 2015

3:30 to 5:00 p.m.

Basement Conference Room 24, Portland City Hall

AGENDA

1. Welcome & President's Comments (Kornhauser)
2. Consent Agenda (Kornhauser)
 - a. Executive Director's report
 - b. Financial update
 - c. February minutes
 - i. **ACTION:** Vote to accept Consent Agenda
3. Presentation: "Encourage and Ensure"—the City of Portland's comprehensive strategy on housing (guest speaker: Jeff Levine, Director, Planning & Urban Planning Department)
4. Discussion: proposed partnership with Portland Society of Architects for a fall forum with mayoral candidates re: a vision for Portland (P. Bass)
5. Other updates
6. Next full board meeting – June 3, 2015

Executive Director's Report: April 2015

ADMINISTRATION/FUNDRAISING: I am working independently with board members and some outside consulting help to chip away at our fundraising goals. We received our second allotment from the City of Portland, so we are in good shape vis-à-vis "cash flow."

STRATEGIC DIRECTION: With Peter Bass as the lead board member on our "equitable development" initiative, we have started meeting with the Portland Society of Architects to plan a fall forum on the future of Portland as a means to educate voters in advance of the mayoral election. Due to a focus on this forum in the fall, we will postpone a second Creative Economy Summit following 5 years of Creative Portland's existence for now.

FIRST FRIDAY ART WALK: We are working on special events for the May and June Art Walks, and are looking for **VOLUNTEERS** to help with both events. Please let Jess or I know if you are available. In May, we will host the New Mainers who attend the Celebrating Immigration event at the library and, in June, we are closing the street once again in partnership with the Portland Downtown District.

LIVEWORK PORTLAND_TALENT RECRUITERS: I am the "talent recruitment" co-chair for Maine Startup and Create Week. We are organizing events called "Discover Portland Careers" on June 26 and 27 that are designed to encourage professionals outside Maine to visit Portland and experience the career and quality-of-life options here.

MAINE STARTUP & CREATE WEEK: We are the co-hosts for the second Maine Startup and Create Week from June 22-27, 2015. We will be hosting a special 2 Degrees event on Tuesday, June 23 at the Portland Museum of Art.

TWO DEGREES PORTLAND: The March event, "Portlyn," at Dan Kany & Jung Hur's art studio in the West End was well attended and lively. We are in the midst of planning our May event and the special event for MSCW in June. Thanks to Jess Lipton for organizing a fun event!

WORLD AFFAIRS COUNCIL (Immigrant Outreach): We have announced the May 1 program in partnership with the World Affairs Council. Please let me know if you can **VOLUNTEER** at the event. Otherwise, you are also most welcome to attend, register and bring friends. See attached flyer.

UNESCO APPLICATION: We have hired consultant Sue Sturtevant to conduct this project. Regardless of a successful application, there will be a report on the culinary assets in the City of Portland, particularly in regards to their contribution to the "creative community."

PORTLAND BRANDING: Working on the Relocation Guide.

LIVEWORK PORTLAND_WEBSITE: In progress.

WORK IN PLACE SUMMIT: In progress.

OUTREACH/PARTNERSHIPS:

- I will be part of a *Portland Press Herald* panel on the “remote workforce” on Wednesday, April 29.
- I will be presenting a workshop at the 2015 Creative Communities Exchange organized by the New England Foundation for the Arts in Keene NH on June 2 and 3, 2015.

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

Creative Portland
Profit & Loss Budget vs. Actual FY15
July 2014 through February 2015

	Jul '14 - Feb 15	Budget	\$ Over Budget
Ordinary Income/Expense			
Income			
4100 · Operations (unrestricted)			
4110 · Annual Fund			
4111 · Individual	1,425.00	-	1,425.00
4112 · Board Challenge	1,779.54	-	1,779.54
4113 · Portland Framed Event	500.00	-	500.00
4110 · Annual Fund - Other	-	9,500.00	(9,500.00)
Total 4110 · Annual Fund	3,704.54	9,500.00	(5,795.46)
4114 · Special Event	1,368.75	15,000.00	(13,631.25)
4115 · Arts District TIF Funding	50,000.00	100,000.00	(50,000.00)
4120 · Business Partnerships	2,725.00	10,000.00	(7,275.00)
4140 · Corporate Sponsorships	10,000.02	25,000.00	(14,999.98)
Total 4100 · Operations (unrestricted)	67,798.31	159,500.00	(91,701.69)
4200 · Programs (restricted)			
4250 · PEDPIP Committee Match	-	21,000.00	(21,000.00)
4270 · Grants & Foundations	12,500.00	15,000.00	(2,500.00)
Total 4200 · Programs (restricted)	12,500.00	36,000.00	(23,500.00)
5100 · Fiscal Sponsorship Fees			
5140 · Maine Startup	10,000.00		
5150 · Peaks Creative Coalition	4,500.00		
Total 5100 · Fiscal Sponsorship Fees	14,500.00		
5300 · Interest	85.56		
Total Income	94,883.87	195,500.00	(100,616.13)
Expense			
7100 · Personnel			
7101 · Executive Director	37,846.05	60,000.00	(22,153.95)
7102 · Program Assistant	10,222.50	18,000.00	(7,777.50)
7103 · Employee Benefits	9,639.27	16,500.00	(6,860.73)
7104 · Payroll Fee	836.90	1,200.00	(363.10)
7105 · Payroll Taxes	3,363.65	7,000.00	(3,636.35)
Total 7100 · Personnel	61,908.37	102,700.00	(40,791.63)
7500 · Professional Services			
7510 · Consulting	5,290.00		
7520 · Graphic Design	4,000.00	15,100.00	(11,100.00)
7530 · Legal Fees	-	70.00	(70.00)
7540 · Photography & Video	1,250.00	150.00	1,100.00
7545 · Project Management	7,000.00	12,000.00	(5,000.00)
7560 · Accounting	7,852.83	12,000.00	(4,147.17)

Creative Portland
Profit & Loss Budget vs. Actual FY15
July 2014 through February 2015

	Jul '14 - Feb 15	Budget	\$ Over Budget
7570 · Technical Support	-	1,500.00	(1,500.00)
7575 · Website Editing and Bloggin	100.00	13,170.00	(13,070.00)
7580 · Other	-	2,000.00	(2,000.00)
Total 7500 · Professional Services	25,492.83	55,990.00	(30,497.17)
8110 · Rent			
8111 · Office Rent	2,416.86	7,200.00	(4,783.14)
8112 · Electricity	175.60	250.00	(74.40)
8110 · Rent - Other	1,200.00		
Total 8110 · Rent	3,792.46	7,450.00	(3,657.54)
8120 · Telecommunications			
8122 · Cell Phone Reimbursements	40.00	480.00	(440.00)
8123 · Landline	199.36	400.00	(200.64)
8124 · Software	181.12		
8125 · Email	245.00		
8126 · Internet	169.25	600.00	(430.75)
8127 · Website	263.88	125.00	138.88
Total 8120 · Telecommunications	1,098.61	1,605.00	(506.39)
8130 · Printing and Reproduction	150.93	11,850.00	(11,699.07)
8140 · Food and Venue			
8141 · Venue	-	7,200.00	(7,200.00)
8142 · Food	531.04	4,900.00	(4,368.96)
Total 8140 · Food and Venue	531.04	12,100.00	(11,568.96)
8170 · Supplies & Equipment			
8171 · Major Equipment & Furniture	-	2,500.00	(2,500.00)
8172 · Office Supplies	300.75	1,500.00	(1,199.25)
8170 · Supplies & Equipment - Other	-	2,700.00	(2,700.00)
Total 8170 · Supplies & Equipment	300.75	6,700.00	(6,399.25)
8180 · Postage and Delivery	15.75	300.00	(284.25)
8200 · Professional Development			
8210 · Staff Development	201.00	1,750.00	(1,549.00)
8215 · Travel	73.12		
Total 8200 · Professional Development	274.12	1,750.00	(1,475.88)
8230 · Dues & Memberships	745.00	1,000.00	(255.00)
8235 · Board Expense	10.09	30.00	(19.91)
8240 · Insurance			
8241 · Workmen's Compensation	289.00	600.00	(311.00)
8242 · D & O	1,040.00	1,100.00	(60.00)
8243 · General Liability Insurance	-	2,700.00	(2,700.00)
Total 8240 · Insurance	1,329.00	4,400.00	(3,071.00)

Creative Portland
Profit & Loss Budget vs. Actual FY15
July 2014 through February 2015

	<u>Jul '14 - Feb 15</u>	<u>Budget</u>	<u>\$ Over Budget</u>
8260 · Marketing			
8261 · Advertising	798.20	-	798.20
8262 · Promotion	75.00		
8260 · Marketing - Other	-	780.00	(780.00)
Total 8260 · Marketing	<u>873.20</u>	<u>780.00</u>	<u>93.20</u>
 8270 · Depreciation Expense	 353.52	 500.00	 (146.48)
8300 · Projects			
8310 · Website	70.00		
Total 8300 · Projects	<u>70.00</u>		
 8400 · Miscellaneous	 195.75	 1,000.00	 (804.25)
8600 · Write-offs	29.55		
9000 · Fiscal Sponsor			
9600 · Maine Startup and Create Week	9,500.00		
9700 · Peaks Creative Coalition	4,275.00		
Total 9000 · Fiscal Sponsor	<u>13,775.00</u>		
 9500 · Temporary Distribution	 184.31		
Total Expense	<u>111,130.28</u>	<u>208,155.00</u>	<u>(97,024.72)</u>
 Net Ordinary Income	 <u>(16,246.41)</u>	 <u>(12,655.00)</u>	 <u>(3,591.41)</u>
 Net Income	 <u><u>(16,246.41)</u></u>	 <u><u>(12,655.00)</u></u>	 <u><u>(3,591.41)</u></u>

CREATIVE PORTLAND^{ME}

Creative Portland Board Meeting

February 4th, 2015

City Hall Rm 24

3:30 – 5pm

Board members present: Peter Bass, Pat May, Kirsten Levesque, Mark Rubin, Alice Kornhauser, Penny Harris, Nadine Daniels, Patrick Costin, Sondra Bogdonoff, Zeke Callanan, Alex Jagerman, Genie O'Brien, Dee Dee Germain, Randy Ferrell

Staff Present: Jennifer Hutchins, Jess Lauren Lipton

Welcome and President's Comments

Ms. Kornhauser waived comments in favor of introducing new board members.

Consent Agenda

Ms. Kornhauser motioned to accept the CA. Seconded by Ms. Levesque. Unanimous.

Presentation: Portland Music Foundation by Pat May

Mr May presented a history of the Portland Music Foundation (PMF) and outlined ideas on how the two organizations can support each other.

The PMF was started to provide services to musicians including mixers and workshops around manager and label relations and how to connect to national talent. The PMF evolved to focusing on Portland as a music hub. In addition, there were attempts at state legislation (LD951) and low barrier events to expose people to music.

Currently with CP, the PMF will bring it's own funds that are earmarked for music related activities. The PMF founders will function as a CP subcommittee.

The top priority is to expand online resources by creating multiple tracks that aggregate information rather than create it. Establish an online presence that plugs people into information and ways to track it. There is a need to bring in tech side to help with information design. The site will need an editor and direct content.

Second priority: inventory existing tools and resources.

Advocation: state budget – proposal to raise sales tax – issue of concert tickets tax being raised. We will need to understand how will this affect industries.

Integrate tech and art community ie: SXSW how use tech to promote and connect our art and creative scenes.

Develop ways to connect with kids recognizing the competition for their attention. There was a suggestion to create an instrument inventory app that would allow music educators to find available instruments across the state.

Ms. Kornhauser praised the idea of the app but questioned whether CP is the correct organization to implement it.

Ms. Hutchins suggested that CP's role could be to push the Maine Arts Commission to take over a project like this.

First Friday Art Walk USM Research Update

In the fall of 2014, Creative Portland partnered with Dr. Tracy Michaud Stutzman's Introduction to Cultural Tourism class at USM. The purpose of this survey was to gain insight into the motives, wants, and needs of the Art Walk audience. A majority of these surveys were conducted in the Arts District

CREATIVE PORTLAND^{ME}

neighborhood. There were 133 responses.

Key Findings:

- 80% of attendees are 18-44 years of age
- 75% were female
- 69% reported making less than \$75K as a household income
- 30% come every month
- 75% are here to see the art
- 47% do buy art

Top challenges identified:

1. Parking
2. Congestion
3. Information

Parking and congestion are chronic problems associated with the art walk. Lack of access to information appears to be a new issue. The reasoning behind this could be the new wider art walk audience coupled with the lack of individual brochures being distributed to the galleries (as was the practice in years past).

Current Art Walk facts:

- We have on average 20 – 40 registered venues.
- We estimate an average attendance of 3,000 people per month.
- We have an active Facebook page with almost 6,000 followers and a nearly 1,000 person organic reach as posts get closer to the monthly happenings.
- Our listings are now published in the Portland Phoenix and will be a part of an 8-page pull-out section of the weekly alternative paper.
- We have a business partnership with CTN (Community Television Network).
- We have a working relationship with WCYY and Town Square Media.
- The FFAW website has recently been upgraded to feature more individual information on shows and include images online and in print.
- We have talked with a local developer who is independently designing a responsive mobile app.
- Creative Portland will continue to work with PDD to shut down Congress St. 2X/year for the Art Walk.

Needs/tasks going forward:

- Work with PDD on parking options
- Improve information for the public with help from a media relations specialist
- Offer marketing expert to help galleries and artists make the most of the event
- Have regular meetings/communications with artists/venues about what is going on and cross promotion
- Recruit a core group of volunteers to hand out listings and provide general information