

CREATIVE PORTLAND^{ME}

Board of Directors Bi-Monthly Meeting

Wednesday, February 3, 2016

3:30 to 5:00 p.m.

Room 209, Portland City Hall

AGENDA

1. Welcome (Bogdonoff)
2. Reports: (Financials, December minutes, ED Report) (Bogdonoff)
 - a. **Action:** Review and vote for approval
3. Governance: Reelection of Board Members (Bogdonoff)
 - a. **Action:** Vote for reelection of Tim Honey and Alex Jaegerman
4. Strategic Planning Update (Bogdonoff)
5. FY16 Work Plan Review and Discussion (Hutchins)
6. Next full board meeting – Wednesday, April 6, 2015

2016 Meeting Dates

April 6

June 1

August 3

October 5

December 7

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

	<u>Jul - Dec 15</u>	<u>Budget</u>	<u>\$ Over Budget</u>
Ordinary Income/Expense			
Income			
4100 · Operations (unrestricted)			
4110 · Annual Fund			
4111 · Individual	1,775.00		
4112 · Board Challenge	1,913.00		
4110 · Annual Fund - Other	-	9,000.00	(9,000.00)
Total 4110 · Annual Fund	<u>3,688.00</u>	<u>9,000.00</u>	<u>(5,312.00)</u>
4114 · Special Event	-	7,000.00	(7,000.00)
4115 · Arts District TIF Funding	50,000.00	100,000.00	(50,000.00)
4120 · Business Partnerships	2,000.00	15,000.00	(13,000.00)
4140 · Corporate Sponsorships	3,000.00	22,500.00	(19,500.00)
Total 4100 · Operations (unrestricted)	<u>58,688.00</u>	<u>153,500.00</u>	<u>(94,812.00)</u>
4200 · Programs (restricted)			
4250 · PEDPIP Committee Match	17,289.25		
4265 · Event Sponsorships	4,057.24		
4270 · Grants & Foundations	30,000.00	12,500.00	17,500.00
Total 4200 · Programs (restricted)	<u>51,346.49</u>	<u>12,500.00</u>	<u>38,846.49</u>
5100 · Fiscal Sponsorship Income			
5170 · Mural Project	8,005.15		
5100 · Fiscal Sponsorship Income - Other	5,000.00		
Total 5100 · Fiscal Sponsorship Income	<u>13,005.15</u>		
5300 · Interest	4.48		
Total Income	<u>123,044.12</u>	<u>166,000.00</u>	<u>(42,955.88)</u>
Expense			
7100 · Personnel			
7101 · Executive Director	28,384.59	60,000.00	(31,615.41)
7102 · Program Assistant	11,325.00	26,880.00	(15,555.00)
7103 · Employee Benefits	8,062.37	18,000.00	(9,937.63)
7104 · Payroll Fee	669.00	1,300.00	(631.00)
7105 · Payroll Taxes	2,802.47	5,500.00	(2,697.53)
Total 7100 · Personnel	<u>51,243.43</u>	<u>111,680.00</u>	<u>(60,436.57)</u>
7500 · Professional Services			
7510 · Consulting	4,300.00		
7520 · Graphic Design	3,684.82	11,000.00	(7,315.18)
7530 · Legal Fees	-	250.00	(250.00)
7540 · Photography & Video	150.00		
7545 · Project Management	1,000.00		
7560 · Accounting	6,312.50	10,000.00	(3,687.50)
7565 · Fundraising	-	500.00	(500.00)
7570 · Technical Support	-	1,000.00	(1,000.00)
7575 · Website Editing and Bloggin	395.00	5,000.00	(4,605.00)
7580 · Other	-	5,000.00	(5,000.00)
Total 7500 · Professional Services	<u>15,842.32</u>	<u>32,750.00</u>	<u>(16,907.68)</u>
8110 · Rent			
8111 · Office Rent	3,618.00	5,000.00	(1,382.00)

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

	Jul - Dec 15	Budget	\$ Over Budget
8112 · Electricity	185.11	300.00	(114.89)
Total 8110 · Rent	3,803.11	5,300.00	(1,496.89)
8120 · Telecommunications			
8122 · Cell Phone Reimbursements	-	480.00	(480.00)
8123 · Landline	241.30	300.00	(58.70)
8124 · Software	340.79	200.00	140.79
8125 · Email	192.48	350.00	(157.52)
8126 · Internet	178.55	375.00	(196.45)
8127 · Website	15.00	500.00	(485.00)
Total 8120 · Telecommunications	968.12	2,205.00	(1,236.88)
8130 · Printing and Reproduction	284.17	1,000.00	(715.83)
8135 · Meetings	160.18		
8137 · Travel - airfare	386.70		
8140 · Food and Venue			
8141 · Venue	715.00		
8142 · Food	2,929.19	5,500.00	(2,570.81)
Total 8140 · Food and Venue	3,644.19	5,500.00	(1,855.81)
8170 · Supplies & Equipment			
8171 · Major Equipment & Furniture	-	500.00	(500.00)
8172 · Office Supplies	359.57	500.00	(140.43)
Total 8170 · Supplies & Equipment	359.57	1,000.00	(640.43)
8180 · Postage and Delivery	86.07	200.00	(113.93)
8200 · Professional Development			
8205 · Conferences Attended	167.37		
8210 · Staff Development	232.85	250.00	(17.15)
8215 · Travel	2.00		
Total 8200 · Professional Development	402.22	250.00	152.22
8230 · Dues & Memberships	425.00	1,000.00	(575.00)
8235 · Board Expense	-	50.00	(50.00)
8240 · Insurance			
8241 · Workmen's Compensation	147.75	600.00	(452.25)
8242 · D & O	-	1,100.00	(1,100.00)
8243 · General Liability Insurance	-	2,000.00	(2,000.00)
Total 8240 · Insurance	147.75	3,700.00	(3,552.25)
8250 · Bank Service Charges	22.12		
8260 · Marketing			
8261 · Communications	582.98		
8262 · Promotion	9.50		
Total 8260 · Marketing	592.48		
8270 · Depreciation Expense	176.81	500.00	(323.19)
8400 · Miscellaneous	57.43	500.00	(442.57)
9000 · Fiscal Sponsorship Disbursement			
9900 · Mural Project	7,600.00		
9910 · NEA Grant	28,000.00		
9000 · Fiscal Sponsorship Disbursement - Other	4,750.00		
Total 9000 · Fiscal Sponsorship Disbursement	40,350.00		

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

	Jul - Dec 15	Budget	\$ Over Budget
9500 · Temporary Distribution	(2,630.00)		
Total Expense	116,321.67	165,635.00	(49,313.33)
Net Ordinary Income	6,722.45	365.00	6,357.45
Other Income/Expense			
Other Expense			
4190 · Reimbursed Expenses	40.68		
Total Other Expense	40.68		
Net Other Income	(40.68)		
Net Income	6,681.77	365.00	6,316.77

CREATIVE PORTLAND^{ME}

Board of Directors Bi-Monthly Meeting

Wednesday, December 2, 2015

3:30 to 5:00 p.m.

Room 209, Portland City Hall

MINUTES

In attendance: Arthur Fink, Sondra Bogdonoff, Peter Bass, Pat May, Genie O'Brien, Alice Kornhauser, Penny Harris, Greg Mitchell, Randy Ferrell, Tim Honey, Mark Rubin, Patric Costin, Zeke Callanan, Alex Jaegerman.

Staff: Jennifer Hutchins, Jess Lauren

Meeting called to order at 3:30pm

Welcome and President's Comments

- Ms. Kornhauser acknowledged that this is her last meeting as board president and stated it has been an honor to work with an amazing and eclectic group of people. She will remain on the board.
- Ms. Kornhauser moved to review the Consent Agenda.
- Motion to accept by Ms. Kornhauser. Second by Ms. O'Brien. Unanimous.
- Ms. Kornhauser noted that this meeting will count as the annual meeting. She proposed an action to accept date and time to present annual report to the city.
- Ms. Hutchins noted that she and Ms. Bogdonoff will attend the city council meeting on December 21st to present the report.
- Motion to set annual meeting of the incorporator to Monday Dec 21st at 7pm. Mr. Fink motioned. Ms. O'Brien seconded. Unanimous.
- Mr. Fink stated that he hoped that CP would discuss what is needed to educate the new council members and turn them into advocates for the creative economy.
- Mr. Mitchell noted that the contact information for the new councilors will be available after the swearing in on Monday, December 7th.
- Ms. Kornhauser motioned to elect the new slate of officers. Moved by Ms. Harris. Seconded by Mr. Costin. Unanimous.
- Ms. Kornhauser noted that she is now the immediate past president.
- Ms. Bogdonoff stated that she is excited to be working with the executive committee and staff. She went on that Mr. Graham, Ms. Kornhauser, and Ms. Hutchins have set up a direction for CP to attract, connect, and engage and now it's the time to stop and say 'where next?' She suggests a pause to go to key constituents and listen. She also mentioned the annual fund and the importance of 100% board support.
- Ms. Hutchins said she has met with the mayor-elect and he is responsive to finding CP a new

councilor to replace Mr. Marshall. She believes it will be David Brenneman, the chair of the Economic Development Committee.

- Mr. Mitchell note the change of the committee structure which will separate housing and economic development.. There will be three councilors on the committee to balance the power structure of 9 councilors. It allows the committees to do heavy lifting but not sway the full council.
- Ms. Hutchins noted that it will be beneficial to CP to have a board member who focuses on economic development. She went on to note board vacancies. CP currently has 17 or 21 members. Ms. Daniels opted to not renew her term through the city. Ms. Pottenger left due to grant arrangements. Ms. Levesque opted not to renew. The executive committee is waiting until it's appropriate to appoint someone. Terms are purposely staggered.
- Ms. O'Brien requested a sheet outlining term limits.
- Ms. Hutchins noted that she is waiting to hear from the city clerk.
- Ms. Kornhauser suggested an updated board contact sheet.
- Ms. Hutchins announced the end of the official meeting. New members of the council have been invited to socialize with the board.
- Ms. Bogdonoff motioned to adjourn. Ms. O'Brien seconded. Unanimous.

Submitted by
Jess Lauren

Executive Director's Report: February 2016

ADMINISTRATION/FUNDRAISING: The year-end annual appeal was the strongest individual donation group that we've had to date at Creative Portland. We are under 100 dollars shy of our annual goal of \$2,000 for the entire year. We have also had a very strong response from Board members. Thank you.

The Fundraising Committee, including Alice, Sondra and Dee Dee, continues to meet the third Monday of every month. Mark and I are meeting every other week to stay up to date on grant funding opportunities. We have just over \$40k in revenue to generate in the last half of FY17. We have identified good sources for approximately half of that. The Fundraising Committee and I are working on the best ways to generate the balance. I will also be watching expenses closely in case cutbacks will be necessary.

STRATEGIC PLANNING: Sondra will provide an update at the February 2016 board meeting.

GOVERNANCE: As of February 1, we have 17 out of 21 members on the Creative Portland board. The Portland City Council has appointed Councilor David Brenerman to replace Councilor Marshall as the Council representative to the Board. Welcome, David!

Applications are currently being sought by the City Clerk for the Council Nominating Committee to fill the one Council-appointed position on the Board. I have spoken to several people in the community who have expressed interest in applying. The remaining two seats are remaining open.

TWO DEGREES PORTLAND: Jess is doing a great job as the 2 Degrees Portland manager. She received 37 inquiries in January alone for connections. She also organized a fun event in the Bob Crewe Gallery at Maine College of Art for which 140+ registered. I have heard from both MECA and the Maine Academy of Modern Music that the event successfully drew public awareness of their organizations and helpful one-on-one connections.

PORTLAND ARTS CHALLENGE: Inspired by the Cambridge Arts Council interest in connecting the growing tech community with the local arts scene, Jess has organized the Portland Arts Challenge. Teams signed up online and compete for prizes by attending as many Portland arts events as possible between March 1 – 26. We are very impressed with the response from arts groups (close to 30 participating so far) and have had over 50 people sign up with 3 weeks left to do so. As a first attempt, our goal was a minimum of 36 people participating.

The Challenge will conclude in late March with a 2 Degrees wrap-up party where prizes (free tickets) will be bestowed as well as the "Portland Arts Champion" crown. We are currently negotiating venue and specific date. Stay tuned! And, please sign up and encourage others to do so. Even if you can only attend one event, please sign up! It's a great way to demonstrate support for the arts during the "Shoulder Season."

PARTNERSHIPS:

- **Maine Startup and Create Week:** Planning for year three has begun. Save the dates for MSCW 2016 on your calendar June 20 – 26. We are expecting to host a 2 Degrees Portland on Monday, June 20 with the “remote worker” theme.
- **Work in Place Summit:** We are the fiscal sponsors and organizational partner for this initiative to bring policy makers, businesses leaders, and employers from across the country to discuss the implications of the changing workplace on increasing interest in distributed teams and employees who work where they live not near the company headquarters.
- **Portland Public Schools:** They have asked Creative Portland to help develop recruitment materials based on the LiveWork Portland website to use out of state to encourage more diversity in their applications to staff positions.
- **Focus Maine:** Currently in an advisory capacity, I have connected to this private statewide effort that includes a priority around the recruitment of knowledge workers to the Portland region.

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WORK PLAN 2016-17

Mission: To support the City's economic development efforts by strengthening, stimulating and supporting Portland's creative industries, enterprises, and workforce, with specific regard for artists and cultural institutions who are critical assets to the city's identity, economy, and community.

GOALS from City's "Economic Development Vision + Plan 2011":

- Be the lead organization driving strategies and implementation of city's creative economy goals.
- Increase collaboration, coordination, and communication among those involved in building a vibrant urban core that promotes livability, creativity and innovation.
- Promote a rich physical, social and cultural environment (livability, Quality of Place)

PRIMARY STRATEGIES:

- 1. Promote Portland as a great place to live and work through public-private partnerships that streamline messaging to target audiences and attract talent to the Portland area.**

Specific activities in 2016:

- Formalize talent attraction network of businesses and pursue collaboration
- Reengage city agencies on shared marketing and branding efforts
- Partner with Maine Start-Up and Create Week
- Investigate opportunities for regional support and coordination (UNESCO)
- Promote cultural tourism as a means to attract newcomers who value creative assets.

- 2. Introduce and integrate newcomers by offering activities and networks that foster participation and investment in Portland's assets.**

Specific activities in 2016:

- Improve and expand LiveWork Portland website
- Host Portland Arts Challenge and 2 Degrees events throughout the city and region
- Update City's Cultural Plan

- 3. Provide a platform for civic discussion, advocacy and public policy awareness around issues related to the City's livability through partnerships with a variety of constituent groups.**

Specific activities in 2016:

- Develop a Creative Portland website to communicate with local audiences.
- Host topical conversations as a follow-up to Challenge of Change.

- 4. Increase livability and strengthen core assets necessary for a prosperous, resilient economy through a public/private partnership of key actors/agencies/constituents.**

Specific activities in 2016:

- Identify lagging indicators of livability and implement initiatives that improve them
- Conduct appropriate research projects to investigate needs of target populations:
 - o Americans for the Arts national economic impact study: Round 5
 - o Work-in-Place/"remote workers" research with UMaine CBER

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2016 ACTIVE PROJECTS

1. Strategy 1: PROMOTE

	Timeframe	Need to raise
Portland Relocation Guide and related materials	Spring '16	\$12,500
Work with Focus Maine on knowledge worker strategies		
Co-Host of Maine Start Up and Create Week	Now-June '16	
LiveWorkPortland website improvements		\$5,000

2. Strategy 2: CONNECT/INTEGRATE

Portland Arts Challenge	Now – Mar '16	
2 Degrees Greets events (incl. MSCW June 20 event)	Bi-monthly	\$4,000 (7 events)
Portland Cultural Plan		\$20,000 (MAC grant)
First Friday Art Walk	Monthly	

3. Strategy 3: ENGAGE

Creative Portland website		\$5,000
2 Degrees Talks events		\$3,000 (6 events)
Creative Space database review		

4. Strategy 4: STRENGTHEN

American for the Arts Economic Impact Study #5	Now – Dec 2016	
Work in Place Summit/remote worker research	Now – Fall 2016	\$50k+
UNESCO Grant Application Follow-up		

Administrative GOALS:

Review and strengthen organizational and funding structure
PR/communications improvement
Board development