CREATIVE
PORTLAND^ME

Board of Directors Bi-Monthly Meeting
Wednesday, April 6, 2016
3:30 to 5:00 p.m.
Room 209, Portland City Hall

AGENDA

1. Welcome (Bogdonoff)
    a. New Board Member: Briana Volk

2. Reports: (Financials, February minutes, ED Report) (Bogdonoff)
    a. **Action**: Review and vote for approval

3. Guest Presentation: Update on City Comprehensive Plan Public Input
    a. Stuart "Tuck" O'Brien, Caitlin Cameron, Christine Grimando

4. Presentation: First Draft of FY17 Budget and Work Plan (Hutchins)

5. Next full board meeting – Wednesday, June 1, 2016

2016 Meeting Dates
June 1
August 3
October 5
December 7

Creative Portland
Profit & Loss Budget vs. Actual FY15
July 2015 through March 2016

	Jul '15 - Mar 16	Budget	$ Over Budget
Ordinary Income/Expense			
Income			
4100 · Operations (unrestricted)			
4110 · Annual Fund			
4111 · Individual	2,080.00		
4112 · Board Challenge	4,650.00		
4110 · Annual Fund - Other	-	9,000.00	(9,000.00)
Total 4110 · Annual Fund	6,730.00	9,000.00	(2,270.00)
4114 · Special Event	-	7,000.00	(7,000.00)
4115 · Arts District TIF Funding	87,893.34	100,000.00	(12,106.66)
4120 · Business Partnerships	6,000.00	15,000.00	(9,000.00)
4140 · Corporate Sponsorships	8,000.00	22,500.00	(14,500.00)
Total 4100 · Operations (unrestricted)	108,623.34	153,500.00	(44,876.66)
4200 · Programs (restricted)			
4250 · PEDPIP Committee Match	17,289.25		
4265 · Event Sponsorships	4,570.24		
4270 · Grants & Foundations			
4275 · CP Grants	-	12,500.00	(12,500.00)
4280 · Other Grants	30,000.00		
Total 4270 · Grants & Foundations	30,000.00	12,500.00	17,500.00
Total 4200 · Programs (restricted)	51,859.49	12,500.00	39,359.49
5100 · Fiscal Sponsorship Income			
5170 · Mural Project	8,005.15		
5100 · Fiscal Sponsorship Income - Other	5,000.00		
Total 5100 · Fiscal Sponsorship Income	13,005.15		
5300 · Interest	4.48		
Total Income	173,492.46	166,000.00	7,492.46
Expense			
7100 · Personnel			
7101 · Executive Director	42,230.73	60,000.00	(17,769.27)
7102 · Program Assistant	17,021.00	26,880.00	(9,859.00)
7103 · Employee Benefits	11,206.26	18,000.00	(6,793.74)
7104 · Payroll Fee	937.00	1,300.00	(363.00)
7105 · Payroll Taxes	4,182.73	5,500.00	(1,317.27)
Total 7100 · Personnel	75,577.72	111,680.00	(36,102.28)
7500 · Professional Services			
7510 · Consulting	6,800.00		
7520 · Graphic Design	4,484.82	11,000.00	(6,515.18)
7530 · Legal Fees	-	250.00	(250.00)
7540 · Photography & Video	150.00		
7545 · Project Management	1,000.00		
7560 · Accounting	7,450.00	10,000.00	(2,550.00)
7565 · Fundraising	-	500.00	(500.00)
7570 · Technical Support	-	1,000.00	(1,000.00)
7575 · Website Editing and Bloggin	470.00	5,000.00	(4,530.00)
7580 · Other	-	5,000.00	(5,000.00)

Creative Portland
Profit & Loss Budget vs. Actual FY15
July 2015 through March 2016

	Jul '15 - Mar 16	Budget	$ Over Budget
Total 7500 · Professional Services	20,354.82	32,750.00	(12,395.18)
8110 · Rent			
8111 · Office Rent	5,472.00	5,000.00	472.00
8112 · Electricity	277.06	300.00	(22.94)
Total 8110 · Rent	5,749.06	5,300.00	449.06
8120 · Telecommunications			
8122 · Cell Phone Reimbursements	-	480.00	(480.00)
8123 · Landline	368.73	300.00	68.73
8124 · Software	340.79	200.00	140.79
8125 · Email	279.96	350.00	(70.04)
8126 · Internet	277.18	375.00	(97.82)
8127 · Website	181.85	500.00	(318.15)
Total 8120 · Telecommunications	1,448.51	2,205.00	(756.49)
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)
8140 · Food and Venue - Other	21.76		
Total 8140 · Food and Venue	3,665.95	5,500.00	(1,834.05)
8170 · Supplies & Equipment			
8171 · Major Equipment & Furniture	-	500.00	(500.00)
8172 · Office Supplies	392.87	500.00	(107.13)
Total 8170 · Supplies & Equipment	392.87	1,000.00	(607.13)
8180 · Postage and Delivery	144.65	200.00	(55.35)
8200 · Professional Development			
8205 · Conferences Attended	167.37		
8210 · Staff Development	512.80	250.00	262.80
8215 · Travel	2.00		
Total 8200 · Professional Development	682.17	250.00	432.17
8230 · Dues & Memberships	1,020.00	1,000.00	20.00
8235 · Board Expense	-	50.00	(50.00)
8240 · Insurance			
8241 · Workmen's Compensation	422.75	600.00	(177.25)
8242 · D & O	1,040.00	1,100.00	(60.00)
8243 · General Liability Insurance	30.00	2,000.00	(1,970.00)
Total 8240 · Insurance	1,492.75	3,700.00	(2,207.25)
8250 · Bank Service Charges	77.16		
8260 · Marketing			
8261 · Communications	1,027.98		
8262 · Promotion	9.50		
Total 8260 · Marketing	1,037.48		
8270 · Depreciation Expense	176.81	500.00	(323.19)
8400 · Miscellaneous	289.43	500.00	(210.57)
9000 · Fiscal Sponsorship Disbursement			

Creative Portland
Profit & Loss Budget vs. Actual FY15
July 2015 through March 2016

	Jul '15 - Mar 16	Budget	$ Over Budget
9900 · Mural Project	7,600.00		
9910 · NEA Grant	28,500.00		
9000 · Fiscal Sponsorship Disbursement - Other	4,750.00		
Total 9000 · Fiscal Sponsorship Disbursement	40,850.00		
9500 · Temporary Distribution	47.66		
Total Expense	153,838.09	165,635.00	(11,796.91)
Net Ordinary Income	19,654.37	365.00	19,289.37
Other Income/Expense			
Other Expense			
4190 · Reimbursed Expenses	40.68		
Total Other Expense	40.68		
Net Other Income	(40.68)		
Net Income	**19,613.69**	**365.00**	**19,248.69**

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Board of Directors Bi-Monthly Meeting
Wednesday, February 3, 2016
3:30 to 5:00 p.m.
Room 209, Portland City Hall

MINUTES

In attendance: Arthur Fink, Tim Honey, Sondra Bogdonoff, Mark Rubin, Patrick Costin, Randy Ferrell, Peter Bass, Alex Jaegerman, Greg Mitchell **Staff**: Jennifer Hutchins, Jess Lauren Lipton

Welcome and President's Comments
Ms. Hutchins acknowledged this is Ms. Bogdonoff's first meeting as president.
Ms. Bogdonoff stated that there would be no consent agenda at this meeting to allow most of the time to review the strategic plan.

Ms. Hutchins proposed to whip through the budget. She noted that the income line has changed since the last meeting as money has come in. The fundraising committee is working on this number with half to be covered by sponsorships and the other by grants. Ms. Hutchins stated that economic development is not a favorite topic for foundations, nor is paying for staff time. Expenses are staying in line but the board will need to strategize around revenue goals or some programs will not happen.

Ms. Lipton announced the creation of the Portland Arts Challenge under the 2 Degrees Portland program. The challenge is designed as an audience capacity building experiment.

Ms. Hutchins also noted that Creative Portland is again the fiscal sponsor for Maine Startup and Create Week. There will be an event on Monday June 20th partnering with 2 Degrees focusing on remote workers and promoting the Work In Place summit.

Ms. Bogdonoff paused for a governance motion to reappoint Mr. Honey and Mr. Jaegerman to the board. Mr. Costin made the motion. Mr. Rubin seconded. The vote was unanimous.

Ms. Bogdonoff started the discussion about the strategic plan. There were 17 key constituent interviews to provide summary for discussion. She noted that the board should feel good about what is being done well. She would like to hear board responses.

Mr. Fink said that most of the items on the list seem plausible but they are missing measurable goals. There is a need to define the indicators of success. Mr. Ferrell asked if the goals are for Creative Portland or the community.

Mr. Mitchell offered a point of clarity. Creative Portland is part of the city's economic development plan and can look to the chamber's checklist for goals using their score card. Ms. Bogdonoff noted that this might show where we need to pay attention. Ms. Hutchins said measuring the health of the community would easily align with the work plan.

Mr. Jaegerman suggested using the Arts District TIF to track growth since it measures new development and subsequent tax revenue for the City.

Mr. Honey questioned the mission's two aspects: creative economy and artists and cultural institutions. The latter is the core of the creative economy. He asked if we are doing enough advocacy.

Ms. Hutchins suggested thinking about arts and culture as an industry. It's creative portland's job to figure out which ones need our help and try to separate creative economy from arts and culture.

Mr. Fink noted that using flawed numerical measures can lead to a false sense of satisfaction. He stated that he hears a lot of criticisms of CP for specific issues but CP is not in the position to solve some of them.

Ms. Bogdonoff said the executive committee identified top issues: the need to clarify the relationship to the city; CP needed to identify the work being done. There is no CP website to tell the story. There is a need to link all of our projects. The other piece is operational funding. CP's salaries are not competitive.

Mr. Mitchell stated that CP's hybrid model makes things complicated. Ms. Hutchins also noted that because city staff and councilors do not know the arrangement and there are no institution models to fall back on to explain it.

Ms. Bogdonoff mentioned Mr. Brenneman is the council representative and chair of the economic development committee and had asked about why CP has the programs that it does. She noted that this should be part of the story that the city manager and mayor should be telling about CP.

Ms. Hutchins also noted that this vagueness makes funders uneasy. She noted there are significant advantages about the arrangement but more education is necessary about who CP is. She stated that changes in leadership can impact CP.

Ms. Bogdonoff said the board needs to understand the uniqueness and that the best chance of raising money is around specific projects. Mr. Jaegerman the uniqueness is independence with strong ties to the city. That independence comes at the price of being a nonprofit and having to fundraise. Sustainability is an issue.

Ms. Bogdonoff noted that in the operational budget there may be ways to save money, like rent, but using city resources.

Mr. Costin asked about groups doing overlapping work and what is CP's 'turf'. Ms. Hutchins said that the arts district isn't only CP's turf. CP connects human capital. The turf is the gray space between city and greater Portland. There are no other agencies connecting human capital.

Mr. Mitchell agreed with doing a few things very well and viewing potential to be regional and scalable. The issue is to find the sweet spot since CP is using tax dollars.

Ms. Bogdonoff wants to spend time with the work plan.

Ms. Hutchins wants to reassert interest in promoting Portland as a great place to live and work. There are effects that are raising new issues as to the impacts of that growth. This reaffirms to not worry about growing too much. Now that they're coming we need to integrate them. Now how to engage them. Add the investment part: how to ensure nobody gets left out of the creative economy.

Mr. Honey again brought up advocacy. Ms. Hutchins noted that advocacy is a loaded term with a legal definition that CP needs to careful of. Ms. Bogdonoff suggested hosting community topics. She also noted the cultural plan on the table because there is a grant to go after.

Motion to adjourn by Ms. Bogdonoff. Seconded by Mr. Rubin. Unanimous.

Minutes respectfully submitted by Ms. Lipton.

Executive Director's Report: April 2016

ADMINISTRATION/FUNDRAISING: We have been working with the City Manager's office to figure out ways to reduce redundancies in Creative Portland's overhead, such as rent, insurance, staff benefits, accounting fees, etc. The FY17 proposed budget provided with the April meeting materials outlines reduced overhead needs for CP which would mean more flexibility to apply private resources exclusively to projects and not administrative costs.

GOVERNANCE: Creative Portland welcomes a new board member, Briana Volk, as the remaining Council-appointed seat. There are two Board-appointed seats open.

PORTLAND CULTURAL PLAN: We have applied to the Maine Arts Commission for a $10,000 grant to update the City of Portland's cultural plan (last conducted in 1998). Our proposal includes consultant Susan Silberberg of Civic Moxie in Brookline (MA) and an advisory committee of many community stakeholders. Our overall budget for the 10-month process is approximately $50,000. I will be seeking additional funders this spring and expect to hear back from the Maine Arts Commission in June. The work would begin over the summer with the first Advisory Committee meeting occurring in September.

CHALLENGE OF CHANGE 2.0: Peter Bass, Sondra Bogdonoff, Patrick Costin and I have been meeting with our partners at the Portland Society for Architecture to design a series of speaking events that would be follow-ups to last fall's Challenge of Change event. We are connecting with other interested groups to determine the first topic, then will be seeking ways to bring experts, perhaps from outside Maine, to Portland.

TWO DEGREES PORTLAND: The last event was held at the Press Hotel on March 30 with over 100 in attendance. We were fortunate to receive support specifically for this event from Brett Johnson at Maine Street Design and Jim Brady at the Press Hotel.

PORTLAND ARTS CHALLENGE: I have asked Jess to prepare a summary of this event before the board meeting. All in all, the event went smoothly and garnered more enthusiasm than we expected for our first "pilot" effort. Jess will be surveying participants to find out what worked and what didn't. I am certain she welcomes your feedback.

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.

Creative Portland
FY17 Budget DRAFT

	Budget DRAFT
INCOME	
Annual Fund	9,000.00
Arts District TIF Funding	100,000.00
Business/Nonprofit Partnerships	10,000.00
Corporate Sponsorships	15,000.00
Total Operations (unrestricted)	134,000.00
Total Programs (restricted)	50,000.00
Total Income	**184,000.00**
EXPENSE	
Total 7100 · Personnel	100,000.00
Total 7500 · Professional Services	56,000.00
Total 8110 · Rent	-
Total 8120 · Telecommunications	2,000.00
Total 8140 · Food and Venue	1,500.00
Total 8170 · Supplies & Equipment	1,000.00
Total 8180 · Postage and Delivery	200.00
Total 8200 · Professional Development	-
Total 8230 · Dues & Memberships	1,000.00
Total 8240 · Insurance	3,100.00
Total Expense	164,800.00
Net Income	**19,200.00**