

CREATIVE PORTLAND^{ME}

P.O. Box 4675 | Portland, ME | 04112 | 207-370-4784

Board of Directors Meeting

Wednesday, June 27th, 2018

3:30 - 5:00pm

84 Free Street

AGENDA

1. Welcome and President's Comments
Presentation of "sizzle" reel to highlight Portland's cultural life
2. Consent Agenda
 - a. May 2018 minutes (attached)
 - b. June 2018 Executive Committee summary report (attached)
 - c. Financial update through May 2018 (attached)
ACTION: Vote to accept Consent Agenda
3. Executive Director's Report (attached)
4. Committee Chair Updates
 - a. Finance
 - b. Advancement
5. FY19 Budget & Work Plan (attached)
ACTION: Vote to accept FY19 Budget & Work Plan
6. New Board Secretary: Referral to Executive Committee for nomination and election at September board meeting

FY19 Board Meetings Upcoming Dates:

September 5, 2018

November 7, 2018 (annual meeting)

January 2, 2019

March 6, 2019

May 1, 2019

Creative Portland Board Minutes

May 2, 2018

Creative Portland Office

84 Free Street

Board In Attendance: David Brenerman, Briana Volk, Kate Anker, Dee Dee Germain, Peter Bass, Randy Ferrell, Lisa Bloss, Gerard Salvo, Nicole Barna, Zeke Callanan, Brian Marshall, Daniel Minter, Mufalo Chitam

Staff in Attendance: Dinah Minot, Emily Southard, Guenola Lefevre

Audience: Allie Legere

Meeting called to order 3:38pm

Welcome & President's Comments

Welcome to the board.

Governance

Action to be taken to formally merge Portland Arts & Cultural Alliance (PACA) with Creative Portland.

Motion approving a merger of PACA with Creative Portland, as the sole voting member of PACA, acting upon the approval of the Portland City Council of the merger by Order 132-11/12

First: Mr. Bass; Second: Ms. Anker

Discussion: n/a

Vote: unanimous

Motion accepting the merger of PACA with Creative Portland, acting upon the approval of the Portland City Council of the merger by Order 132-11/12

First: Mr. Bass; Second: Ms. Germain

Discussion: n/a

Vote: unanimous

Motion to Accept Consent Agenda

First: Ms. Anker; Second: Ms. Volk

Discussion:n/a

Vote: unanimous

Discussion of Mission & Core Values

Two documents were distributed, one with the current mission statement and one with a revised mission and core values as adjusted by a working group. Discussion ensued and an amendment to the language of the current mission statement was introduced.

Motion to Accept the Amendment to the Mission and Core Values Statement as follows:

“Our mission is to support the creative economy through the arts by providing essential resources, by fostering partnerships, and by promoting Portland's artistic talents and cultural assets. As the official nonprofit arts agency, we support economic development efforts by strengthening and stimulating our workforce, creative industries, and enterprises.”

First: Ms. Anker; Second: Mr. Bass

No further discussion

Vote:

In Favor: 11; Opposed: 1

Motion to Accept Mission and Core Values as amended

First: Mr. Salvo

Second: Ms. Anker

No further discussion

Executive Director Update

Items of discussion

- *(Almost) Black & White* Art Exhibition Opening
- Arts & Culture Summit
- Art Outta the Park
- Hopsie & other fundraising opportunities
- PEDPIP grant application

Committee Chair Updates

Governance: n/a

Advancement: Development of a collaborative Google Doc to organize fundraising initiatives. Discussed scheduling the next meeting.

Finance: No additional updates to the financials.

Discussion: FY19 Work Plan

A draft FY19 workplan was distributed. Board members were asked to attend committee meetings over the next two months to provide input and develop a workplan for approval at the next board meeting.

Discussion: Case for Growth Initiative

Ben Dudley gave a presentation and answered questions about the Portland Regional Chamber of Commerce's Case for Growth initiative. The board then discussed Creative Portland's involvement in the initiative.

Other Business

Meeting adjourned at 5:33pm

Minutes respectfully submitted by Emily Southard

Creative Portland

Executive Committee Meeting Summary

June 21st, 2018; 1:30 - 3:15pm

MINUTES

In attendance: Brian Marshall, Kate Anker, David Brenerman, Dinah Minot, Emily Southard

1. Discuss work plan and proposed FY19 budget (docs attached)
 - Agreement that breaking down the work plan by bucket/category will be most helpful presentation.
 - Focus on time allotment vs. priority level.
 - Discussion about fundraising and preparing board members with tools for outreach and/or print campaign.
 - Dinah will create fundraising strategy plan for Fall campaign and will consult with board for help. She also expressed desire to recruit board members with contacts, skillset & experience for fundraising. It was agreed that the fundraising campaign needs to have different tracts (ie: online campaigns, mailers/letters (with board member signatures), outreach to large corporate organizations, etc).
 - Looking at FY19 budget in comparison to FY18, where does money come from above TIF \$100,000 - fundraising, donations, sponsorships, art sales, will need to raise additional \$20k over last year's budget (\$140k → \$160k)
 - Discussion of what could/should be removed from the work plan before presentation to board
 - Also noted that Sondra would like to pitch Creative Portland's potential involvement in developing a waterfront arts center at the Maine State Pier, not currently on the proposed work plan.
 - Need to explain how FY19 budget differs from FY18 and add a column for FY18, with percentage differentiation.
2. Set Agenda for 6/27 board meeting
 - Committee approved materials for inclusion in board packet. It was decided that a summary of the Executive Committee meeting would be included in addition to the prior board meeting minutes and a financial report for consent agenda.
3. Discuss Secretary/Governance seat replacement
 - Will recommend at next board meeting in September and appoint in November
4. Board Challenge
 - Over half the board members have yet to give in FY18, despite one board member's offer to double his donation if all board members give before June 30th.
5. Office improvements (exterior signage & heat pump)
 - CP would like to install a heat pump to reduce heating costs. Installation will cost 7K up front but the system will create significant savings over time.
 - It was discussed whether CP could earmark funds for the heat pump and exterior facade signage and improvements if donors would fund these specific projects.

AQAE1717	<u>Jul - Sep 17</u>	<u>Oct - Dec 17</u>	<u>Jan - Mar 18</u>	<u>Apr - May 18</u>	<u>TOTAL</u>
Ordinary Income/Expense					
Income					
4100 · Operations (unrestricted)					
4110 · Contribution Income					
4111 · Individual	1,400	2,095	397	50	3,942
4112 · Board Challenge	0	0	600	200	800
4116 · Art Sale Contributions	0	560	110	400	1,070
4110 · Contribution Income - Other	0	0	180	0	180
Total 4110 · Contribution Income	<u>1,400</u>	<u>2,655</u>	<u>1,287</u>	<u>650</u>	<u>5,992</u>
4115 · Arts District TIF Funding	25,000	25,000	25,000	25,000	100,000
4140 · Corporate Sponsorships	10,000	1,500	0	0	11,500
4150 · Fiscal Sponsor Agent Fee	1,015	700	634	4,338	6,686
Total 4100 · Operations (unrestricted)	<u>37,415</u>	<u>29,855</u>	<u>26,921</u>	<u>29,988</u>	<u>124,179</u>
4200 · Programs (restricted)					
4215 · Cultural Plan Income	7,402	0	0	0	7,402
4250 · PEDPIP Committee Match	0	-3,500	0	0	-3,500
Total 4200 · Programs (restricted)	<u>7,402</u>	<u>-3,500</u>	<u>0</u>	<u>0</u>	<u>3,902</u>
4300 · Other	0	-88	0	0	-88
49900 · Uncategorized Income	0	0	0	0	0
Total Income	<u>43,802</u>	<u>26,267</u>	<u>26,921</u>	<u>29,988</u>	<u>126,977</u>
Cost of Goods Sold					
5000 · Cost of Programs					
5010 · Cost of Program Cultural Plan	2,906	0	0	1,675	4,581
5020 · Event Expenses	0	0	0	652	652
5030 · Cost of Program - First Friday	0	0	0	192	192
Total 5000 · Cost of Programs	<u>2,906</u>	<u>0</u>	<u>0</u>	<u>2,519</u>	<u>5,425</u>
Total COGS	<u>2,906</u>	<u>0</u>	<u>0</u>	<u>2,519</u>	<u>5,425</u>
Gross Profit	<u>40,896</u>	<u>26,267</u>	<u>26,921</u>	<u>27,469</u>	<u>121,553</u>
Expense					
6000 · Marketing					
6005 · Communications	0	0	107	0	107
6010 · PR & Community Engagement	55	188	56	95	394
6015 · Web programming	140	75	0	0	215
6020 · Website	52	600	56	0	708
6025 · Printing and Reproduction	1,016	232	334	89	1,671
6000 · Marketing - Other	260	0	0	0	260
Total 6000 · Marketing	<u>1,523</u>	<u>1,095</u>	<u>553</u>	<u>184</u>	<u>3,356</u>
6100 · Personnel					
6101 · Executive Director	16,500	16,500	16,502	0	49,502
6102 · Program Assistant	6,720	6,720	6,720	0	20,160
6106 · Recruiting Expense	0	0	102	150	252
6120 · Workmen's Compensation	0	-84	0	0	-84
Total 6100 · Professional Development	<u>275</u>	<u>10</u>	<u>224</u>	<u>0</u>	<u>509</u>
6100 · Personnel - Other	0	0	0	7,740	7,740
Total 6100 · Personnel	<u>23,495</u>	<u>23,146</u>	<u>23,547</u>	<u>7,890</u>	<u>78,079</u>
6200 · Occupancy Expenses					
6211 · Office Rent	0	1,000	0	0	1,000
6212 · Electricity	288	349	1,604	839	3,080
6213 · Office Improvements	901	901	901	601	3,305
6214 · Water & Sewer	102	101	100	68	371
6215 · Internet	0	249	300	150	699
Total 6200 · Occupancy Expenses	<u>1,292</u>	<u>2,600</u>	<u>2,906</u>	<u>1,657</u>	<u>8,455</u>

AQAEARF	Jul - Sep 17	Oct - Dec 17	Jan - Mar 18	Apr - May 18	TOTAL
6500 · Professional Services					
6520 · Graphic Design	1,200	1,600	1,200	800	4,800
6560 · Accounting	<u>1,152</u>	<u>2,739</u>	<u>1,198</u>	<u>734</u>	<u>5,823</u>
Total 6500 · Professional Services	<u>2,352</u>	<u>4,339</u>	<u>2,398</u>	<u>1,534</u>	<u>10,623</u>
6600 · Operating Expenses					
6605 · Telephone	258	1,010	0	300	1,569
6610 · Software	0	421	410	41	873
Total 6615 · Meetings	113	1,013	283	214	1,623
6620 · Office Supplies	524	767	338	379	2,008
6625 · Postage and Delivery	113	0	0	108	221
6630 · General Liability Insurance	747	433	1,069	250	2,498
6635 · D & O Insurance	0	0	1,179	279	1,458
6640 · Bank Service Charges	0	1	17	293	311
6650 · Dues & Memberships	15	45	430	0	490
6660 · Email	<u>135</u>	<u>152</u>	<u>142</u>	<u>95</u>	<u>525</u>
Total 6600 · Operating Expenses	<u>1,905</u>	<u>3,843</u>	<u>3,868</u>	<u>1,960</u>	<u>11,576</u>
Total Expense	<u>30,567</u>	<u>35,024</u>	<u>33,272</u>	<u>13,226</u>	<u>112,088</u>
Net Ordinary Income	10,329	-8,757	-6,351	14,243	9,465
Other Income/Expense					
Other Income					
7000 · Other Income-Expense					
7700 · Interest Exp - City Loan	<u>-192</u>	<u>-75</u>	<u>-142</u>	<u>-112</u>	<u>-521</u>
Total 7000 · Other Income-Expense	<u>-192</u>	<u>-75</u>	<u>-142</u>	<u>-112</u>	<u>-521</u>
Total Other Income	<u>-192</u>	<u>-75</u>	<u>-142</u>	<u>-112</u>	<u>-521</u>
Net Other Income	<u>-192</u>	<u>-75</u>	<u>-142</u>	<u>-112</u>	<u>-521</u>
Net Income	<u><u>10,138</u></u>	<u><u>-8,832</u></u>	<u><u>-6,494</u></u>	<u><u>14,131</u></u>	<u><u>8,943</u></u>

	May 31, 18	Apr 30, 18	\$ Change
ASSETS			
Current Assets			
Checking/Savings			
1010 · Creative Portland Checking	33,214	53,816	-20,602
1015 · Petty Cash	406	406	0
1025 · PayPal Account	11,055	53	11,002
Total Checking/Savings	44,674	54,275	-9,601
Accounts Receivable			
1100 · Accounts Receivable	900	1,200	-300
Total Accounts Receivable	900	1,200	-300
Other Current Assets			
1600 · Prepaid expenses			
1610 · Prepaid Insurance	1,115	1,255	-139
1600 · Prepaid expenses - Other	391	195	195
Total 1600 · Prepaid expenses	1,506	1,450	56
Total Other Current Assets	1,506	1,450	56
Total Current Assets	47,080	56,925	-9,845
Fixed Assets			
1400 · Fixed Assets			
1410 · Equipment	4,579	4,579	0
1420 · Accumulated Depreciation	-2,189	-2,189	0
1450 · Leasehold Improvements			
1455 · Accumulated Depreciation	-3,575	-3,275	-300
1450 · Leasehold Improvements - Other	36,058	36,058	0
Total 1450 · Leasehold Improvements	32,483	32,783	-300
Total 1400 · Fixed Assets	34,873	35,174	-300
Total Fixed Assets	34,873	35,174	-300
Other Assets			
1950 · Stock Ownership	524	524	0
Total Other Assets	524	524	0
TOTAL ASSETS	82,477	92,623	-10,145
LIABILITIES & EQUITY			
Liabilities			
Current Liabilities			
Accounts Payable			
2000 · Accounts Payable	0	719	-719
Total Accounts Payable	0	719	-719
Other Current Liabilities			
2100 · Payroll Liabilities	7,740	7,740	0
2200 · Art Sale Liability	-560	0	-560
2500 · Fiscal Sponsorship Liability			
Total 2510 · MSCW Fiscal Sponsorship	12,938	19,310	-6,372
Total 2530 · Black Artists Forum Fiscal Spon	0	0	0
2540 · Pecha Kucha Fiscal Sponsorship	2,546	2,546	0
Total 2550 · Fiscal Sponsorship (Malaga)	0	0	0
2500 · Fiscal Sponsorship Liability - Other	75	75	0
Total 2500 · Fiscal Sponsorship Liability	15,559	21,931	-6,372
Total Other Current Liabilities	22,739	29,671	-6,932
Total Current Liabilities	22,739	30,390	-7,651
Long Term Liabilities			
2800 · City of Portland Loan	19,669	19,940	-271
Total Long Term Liabilities	19,669	19,940	-271
Total Liabilities	42,408	50,330	-7,922
Equity			
3050 · Retained Earnings	599	599	0
3100 · Unrest'd Net Assets			
3101 · Prior Period Adjustments	-32,742	-32,742	0
3110 · Unrest'd Undesignated NA	56,904	56,904	0
Total 3100 · Unrest'd Net Assets	24,162	24,162	0
3200 · Temporarily Rest'd Net Assets	6,365	6,365	0
Net Income	8,943	11,167	-2,223
Total Equity	40,069	42,293	-2,223
TOTAL LIABILITIES & EQUITY	82,477	92,623	-10,145

CREATIVE PORTLAND^{ME}

Executive Director Report 06/27/18 Board Meeting

FUNDRAISING

- 25K goal for second half of FY18
- Two grant opportunities: PEDPIP Grant application for a cultural plan initiative was submitted March 30 for May award; Will reapply for September funding round. MAC Organizational Development Grant submitted March 1 - waiting for July 2018 award announcement.
- Special friendraiser/fundraiser event: The Inaugural ART OUTTA THE PARK, in association with the Sea Dogs, scheduled for Friday, June 29.
- Currently developing a fundraising strategy plan for FY19 with an ambitious goal of 55-60K. This will include a Fall Appeal and a year-long focus on corporate sponsorships.

PROGRAMS

- **First Friday Art Walk** - Portland Ovation's EN MASSE with Daniel Bernard Roumain and Batimbo United, Portland's Burundi drummers in May. June's First Friday saw the beginning of the summer season with increased foot traffic and many more street artist participants.
- **2 Degrees Program** - June 26, 2 Degrees celebration on Northeast Bank rooftop to thank sponsors and the 2 Degrees committee for the past 7 years of programming. 56 connectees/newcomers and 43 connectors in FY18 to date.
- **CP Art Gallery** - *(Almost) Black & White* art exhibition featuring 22 Greater Portland established and emerging artists, old Mainers and new Mainers alike, on exhibit through Mid-October.
- **Arts in the Chamber (update)**
 - May 7 - Pihcintu Chorus (also received City proclamation)
 - June 4 - Portland Piano Trio
 - June 18 - Allan Monga (also received City proclamation)
 - July 16 - CP presents Portland's Cultural Life, a "sizzle" reel video collage, highlighting Portland's cultural life. The video will premiere publicly at Hadlock Field during the ART OUTTA THE PARK pre-game event.
- **Professional Development Workshops - Resource Center**
 - Social Media 101 workshop was very well attended on June 13. 80 % new participants.
- **Monday Morning Drop By - Community Open House**
 - June 4 - small but creative group. Next one is August 6, due to 4th of July holiday.
- **Art Outta the Park - Friday, June 29** at Sea Dogs' Hadlock Field
 - An evening of "show & tell" and celebrating the cultural life of Portland at the ballpark. Coffee by Design is the sponsor and we are still selling Arts Champion tickets. Creative Portland committee includes community volunteers and board members Lisa Bloss and

and Nicole Barna, as well as emerging leaders and advancement committee members Julia Durgee and Allie Donovan. Participants include: PMA, MAMM, PSO, RWS, SidexSide, FOKO, Portland Ballet, Dooryard, Mechanics Hall, Portland Public Library, MECA, MCA, Portrait sketch artists, Batimbo United Burundi drummers, and Madeline Fitzgerald, Deering High student performer of National Anthem. Press release handout available.

- **Cultural Plan Update & Arts & Culture Summit** on May 31 at One Longfellow Square: We are wrapping up stage 3, the final phase of the cultural plan, which will be presented in a summary document format at the annual meeting of the Corporator in November.

Arts & Culture Summit:

CP convened approximately 75 arts & culture leaders, steering committee members and stakeholders to celebrate the AEP5 economic impact survey data on the arts & culture sector and to present cultural plan feedback to participants. Participants, in a public comment format, also expressed concerns for issues involving social services, the homeless, youth arts integration & art education.

We debuted our first “sizzle” reel at the event, incorporating images from almost all of the attending organizations. It’s the first time Portland has presented a video spot highlighting the diverse artistic talents and cultural assets of Portland. P3 generously offered editing services and Steve Drown of MECA, offered a recording session to lay the track by Batimbo United, the Burundi drummers. Half of our board members were in attendance, including Daniel Minter, Mufalo Chitham, & Peter Bass. Special thanks to participants and volunteers: David Brenerman, Greg Mitchell and Kate Anker (presenters) and former president, Sondra Bogdonoff and former executive director, Jennifer Hutchins, who together launched the cultural planning process, as well as Board volunteers Lisa Bloss & Raffi Der Simonian.

Summit Survey Ballots:

Two ballots were distributed:

- 1) To determine interest in an annual summit
- 2) To provide a brief value assessment of CP’s programs

Note: The Arts community remains our active audience for many of our programs, but we also rely on the larger community and creative economy for arts patronage and cultural engagement. Those people were not surveyed.

Results:

- 1) Responses indicate an active community interest (100% of respondents) in developing an annual arts & culture summit with workgroups and possible “best practice” presentations. More investigation of steering committee commitment and fundraising will need to take place to determine feasibility of planning a possible spring summit.

- 2) On average, the CP programs that were most highly valued by the community were First Friday Art Walk and our Professional Development Workshops, closely followed by Monday Morning Drop By and providing community showcases for marketing & Branding Portland's cultural life.

CP Marketing & Public Relations

- Social Media: We are growing and attracting newcomers on a regular basis. We have accrued 1100+ followers during our first year on Instagram and over 5000 current likes and followers (and growing) on Facebook. We are receiving positive feedback from arts community about reposting and sharing events.
- June 2018 *Maine Biz* article:
http://www.mainebiz.biz/article/20180604/NEWS01/180609989/1092?utm_source=enes&utm_medium=Daily%2BReport&utm_campaign=Monday
- July 2018 Newsletter

Fiscal Sponsorships (CP received \$8200 in fees)

- Black Artists Forum (Maine Initiatives grant)
 - Hi Tiger (VIA donation)
- Start Up Maine, Inc.
- Malaga Island Re-Past (Davis Family Foundation grant)
- Bryan/Robertson Consortium
- Pecha Kucha Portland - successful, well-attended May 25th at PHOME.

Creative Portland
Profit & Loss Budget Overview
July 2018 through June 2019

	<u>Jul '18 - Jun 19</u>	<u>Jul '17 - Jun 18</u>	<u>Percentage Change</u>
Ordinary Income/Expense			
Income			
4100 · Operations (unrestricted)			
4110 · Contribution Income			
4111 · Individual	8,000	5,000	60%
4112 · Board Challenge	12,000	5,000	140%
4116 · Art Sale Contributions	1,800	-	
Total 4110 · Contribution Income	<u>21,800</u>	<u>10,000</u>	118%
4114 · Special Event	2,500		
4115 · Arts District TIF Funding	100,000	100,000	0%
4120 · Business Partnerships	-	-	
4140 · Corporate Sponsorships	35,000	15,000	133%
4150 · Fiscal Sponsor Agent Fee	1,500	6,000	-75%
Total 4100 · Operations (unrestricted)	<u>160,800</u>	<u>131,000</u>	23%
Total 4270 · Grants & Foundations	<u>-</u>	<u>10,000</u>	-100%
Total 4200 · Programs (restricted)	<u>-</u>	<u>10,000</u>	-100%
Total Income	160,800	141,000	14%
Cost of Goods Sold			
5000 · Cost of Programs			
5010 · Cost of Program Cultural Plan	-		
5030 · Cost of Program - First Friday	6,000	-	
Total 5000 · Cost of Programs	<u>6,000</u>	<u>-</u>	
Total COGS	<u>6,000</u>	<u>-</u>	
Gross Profit	154,800	141,000	10%
Expense			
6000 · Marketing			
Total 6000 · Marketing	8,800	2,200	300%
6100 · Personnel			
Total 6100 · Personnel	106,350	103,000	3%
Total 6200 · Occupancy Expenses	9,613	7,200	34%
6300 · Travel			
Total 6300 · Travel	2,596	-	
6500 · Professional Services			
Total 6500 · Professional Services	15,000	15,000	0%
6600 · Operating Expenses			
Total 6600 · Operating Expenses	11,940	13,565	-12%
Total Expense	<u>154,299</u>	<u>140,965</u>	9%
Net Ordinary Income	<u>501</u>	<u>35</u>	1331%

June 21, 2018

FY19 Proposed Work Plan with 155-160K budget, an increase of 20K from FY18

(Note: Some projects might be cut or vulnerable if we don't raise 55-60K goal)

Organizational Development & Building Capacity

- Fundraising Drive (55-60K goal) - Fall appeal, grant research, board appeal & corporate sponsor pursuit
- Operations management & reception at 84 Free Street, 10-4pm weekdays.
- Board Development, Board Meetings, Excom & committee meetings
- Social Media weekly campaign
- Volunteer recruitment
- Public Relations (increase visibility through articles, content marketing, stories etc)

Essential Resources

- First Friday Art Walk - secure 3-4 new sponsors; increase volunteer capacity
- Fiscal Sponsorships (maintain 3-4 per year)
- CP Art Gallery & Community Space - two art exhibitions per year (October & April)
- Professional Development Workshops (4-5 per year); research & assess possibility of potential centralized program, curated by CP
- Website maintenance; deletion of outdated content

Partnerships and Advocacy

- Cultural Plan completion (by annual report in November 2018)
- Cultural Plan implementation grant pursuit (March 1 deadline to Maine Arts Commission (MAC) for letter of intent)
- Immigrant Integration Initiatives (Fiscal Sponsorships)
- Board/Committee Rep on ECAC/Chamber, PPAC & EDSC
- Portland Rep/Liaison for AFTA, NEFA & (MAC)
- Monday Morning Drop By & Meet ups
- New business development & research, including possible program integration of 2 degrees, creative bus shelters, talent showcases and/or possible development of arts & culture summit.

Marketing & Branding (of Portland's Artistic Talents & Cultural Assets)

- Arts in the Chamber series (one per month except July & August)
- PEDPIP Grant pursuit to support Congress Street Enhancement Collaboration, a cultural plan initiative (possible September funding TBD)
- Social Media re-posting and sharing
- Sizzle reel outreach/include in fundraising campaign