CUMBERLAND COUNTY CULTURAL AND HERITAGE COMMISSION MINUTES

July 22, 2014

The regular meeting of the Cumberland County Cultural and Heritage Commission was held on Tuesday, July 22, 2014 at 3:30 PM., in the Freeholder conference room in Bridgeton, New Jersey.

Present: Penny Watson Suzanne Merighi

Marianne Lods Roy Kaneshiki Ella Boykin Maria Cerda Moreno

> Matthew Pisarski, Principal Planner Jennifer Morgan, Recording Secretary

Approval of Minutes – June 24, 2014

A motion was made to approve the minutes from June 24, 2014 by Ms. Lods. The motion was seconded by Mr. Kaneshiki and passed unanimously.

2014 Re-grant Program Guidelines and Application Discussion and Approval

Mr. Pisarski stated the re-grant application is typically released in July with a due date in October. Mr. Pisarski incorporated the survey results into the new draft guidelines and application. Ms. Moreno has offered to assist with any Spanish speaking inquires. If Ms. Moreno receives any phone calls for assistance a meeting will take place in Mr. Pisarski's office to help the organization that needs assistance. The by-laws will only be required for first time applicants. A copy of the board approved Long Range Plan will only be required if applying for GOS funds. The due date for the re-grant application has been moved by one day to October 18. The narrative was been downsized by several pages. More information was added to the Publicity Plan and ADA Plan. In the survey that was sent out most organizations had problems with the budget forms, Mr. Pisarski tried to make the forms easier to complete. Mr. Pisarski said he spoke with the NJ Historical Commission and State Council on the Arts and both are comfortable with the Commission doing cycles for the re-grants. Organizations that are applying for GOS or GPS funds two years in a row only have to send in a letter of interest and an updated budget for the second year. The Commission will make a determination in 2015 if the organizations have to reapply after the second year or make it a three-year cycle. The Grants Review Panel can rate re-grant applications but they cannot make monetary recommendations. A motion was made to approve the changes to the guidelines and application by Mr. Kaneshiki. The motion was seconded by Ms. Watson and passed unanimously. Mr. Pisarski asked for clarification on the motion of the guidelines, does it included the pilot cycle for GPS as well as GOS. A second motion was made to approve GOS and GPS re-grantees on a two year cycle by Ms. Lods. The motion was seconded by Mr. Kaneshiki and passed unanimously

Commission Budget Quarterly Report

Commission members received quarterly reports in their packet. Mr. Pisarski explained where money has been spent for the year. Mr. Pisarski said there is money in the line item and GOS account that needs to be used. Ms. Watson suggested using funds for the West Jersey Time

Traveler Project; but Mr. Pisarski indicated money was already encumbered from 2013 for that purpose. Ms. Boykin asked about the Underground Railroad Project, but Mr. Pisarski responded that project is not until 2015. Ms. Watson would like to get involved in the Underground Railroad project on behalf of Greenwich. Ms. Watson commented that Megan Wren is doing a National Heritage Area and perhaps the Commission can provide funding assistance; Mr. Pisarski has spoken to her about it. Ms. Moreno asked if the podcast will be translated into Spanish and Mr. Pisarski responded that the work could occur later this year.

Selection of Marketing Grant Liaisons

Commission members were supplied with a spread sheet detailing the status of current regrants. Mr. Pisarski went through the spread sheet and explained the information that was on it. Ms. Boykin would like the date that the spread sheet was printed added. Liaisons need to be picked for the marketing grants that do not receive art funding.

Ms. Merighi - Elwyn of NJ

Mr. Kaneshiki - Main Street Vineland

Ms. Lods – Millville Development Corp.

21st Century Public Relations Workshop Discussion

A workshop proposal is in Commission members packets from SNJ Today. The workshop will be at their facility and facilitated by four experts in their field. Topics will be: 21^{st} Century Public Relations, Social Media Engagement, Web Design & Search Engine Optimization and Video Messaging & Storytelling. Breakout sessions will be held also. The workshop is for regrantees and is by invitation only. Ms. Merighi suggested inviting other organizations. For 30 – 40 attendees (food will be provided) the cost is \$1,200. For an extra fee of \$650 the workshop can be videotaped for a total of \$1,850. Ms. Lods spoke highly of SNJ Today. A motion was made to approve the workshop at SNJ Today for \$1,850 by Mr. Kaneshiki. The motion was seconded by Ms. Lods and passed unanimously. The video can be up loaded to YouTube and be reused to assist other organizations.

Grant Writing Workshop Discussion

A grant writing workshop needs to be held to discuss the changes to the guidelines and application, Mr. Pisarski will explain the changes. Rachel Dukeman will facilitate the audience demographic data collection portion. Ms. Dukeman's fee will be \$500. A motion was made to approve the workshop by Ms. Watson. The motion was seconded by Ms. Boykin and passed unanimously

Battle of Dallas' Landing Project Update

The new approved RFP by the National Park Service (NPS) has been sent out by the Cumberland County Freeholders. The bid packages are due July 25. Ms. Watson asked if we have to use lowest bid and Mr. Pisarski responded that other factors can be considered.

Cohansey RiverFest Plein Air Competition - Saturday, August 23, 2014

Advertising from Bridgeton Main Street and the Cultural & Heritage Plein Air Competition is in everyone's folder. Ms. Merighi asked if the form is online, the form can be filled out and emailed to Mr. Pisarski. Ms. Lods asked if there is an issue with vendors, Mr. Pisarski said he has not attended the meetings, so he is not sure.

Artists' Day in Mauricetown - September 13, 2014

Mr. Pisarski spoke to Carol Perelli and Mauricetown is ready to go for Artists' Day. There is room for 13 vendors.

Liaison Reports

Mr. Kaneshiki attended the Obon Festival. The festival gave credit over the loud speaker to the Commission.

Ms. Merighi said the Puerto Rican Festival is currently going on in Vineland, different events will be held each day. Mr. Pisarski will be going to the concert in Landis Park and the Commission will be receiving an award.

Ms. Lods said the Off Broad Street Players will be having a show case August 8-10. The following week they will be having the musical, "The King & I". Millville Army Air Field Museum will be having their Aviation Show in September.

Tourism Advisory Council Comments – Kimberly Gauntt

Ms. Gauntt was not in attendance.

Other Old/New Business

Mr. Pisarski gave everyone a sample of what Constant Contact will provide for the newsletter. Nonprofits get a 30% discount with a free design of the newsletter based on the Cultural & Heritage website. The fee for one year would be \$504 and you can send out up to 500 - 2,500 contacts. You can send out as many emails as you want every month. For the month of August Mr. Pisarski will produce the newsletter. The RFP will be just for the writing part of the newsletter. Mr. Pisarski would like to wait to release the RFP after Facebook and Twitter accounts are set up. Ms. Merighi asked how the newsletter was done in the past. Mr. Pisarski would give Carol Smith several topics and contact information and she would contact the organizations and they would give her the information. A motion was made to approve a one year contract with Constant Contact by Ms. Moreno. The motion was seconded by Mr. Kaneshiki and passed unanimously.

The Cultural & Heritage Commission has a Twitter account, @cumberlandnjart.

Mr. Pisarski put together a slide show displaying the results from the re-grant survey. Members also had a packet in their folder with the results. The response rate was 47% overall and 57% for current re-grantees.

Correspondence

Mr. Pisarski provided a newsletter from University of Pennsylvania regarding an exhibit at the Penn Museum on the Lenni Lenape Indians, the article speaks about the Bridgeton Lenni Lenape headquarters.

Commission packets included an article from the New York Time regarding the use of Instagram by cultural organizations.

<u>Adjourn</u>

A motion was made to adjourn the meeting by Ms. Boykin. The motion was seconded by Mr. Kaneshiki and passed unanimously.

The next regular meeting of the Cumberland County Cultural and Heritage Commission will be held on Tuesday, August 26, 2014 in the Freeholder Meeting Room in Bridgeton, New Jersey.