# CUMBERLAND COUNTY CULTURAL AND HERITAGE COMMISSION MINUTES

#### June 24, 2014

The regular meeting of the Cumberland County Cultural and Heritage Commission was held on Tuesday, June 24, 2014 at 3:30 PM., in the Freeholder conference room in Bridgeton, New Jersey.

**Present:** Marianne Lods Maria Cerda-Moreno

Roy Kaneshiki Ella Boykin Merle Silver Suzanne Merighi

Penny Watson

Matthew Pisarski, Principal Planner Jennifer Morgan, Recording Secretary

Guest: Kimberly Gauntt, Cumberland County Recreation and Tourism

## 3:15 – Video Presentation of Project Streamline

Mr. Pisarski showed a 15-minute video regarding building efficiencies into grantmaking. The video went through three phases: defining the problem, developing the principles and adopting the principles.

#### Approval of Minutes – May 27, 2014

A motion was made to approve the minutes from May 27, 2014 by Ms. Lods. The motion was seconded by Ms. Silver and passed unanimously.

## **Project Streamline & Re-grant Application Discussion**

Commission members received in their packet a draft copy of the regrantee survey. The survey is a template that was provided by Project Streamline. Mr. Pisarski went through the questions. Ms. Silver asked the range of funding that is given out to regrantees, and Mr. Pisarski responded that re-grants typically range from \$500 - \$11,000. Ms. Merighi feels that asking how many years a regrantee has been applying is important. Ms. Moreno asked if it was important to ask if the person filling out the regrant application was a paid staff person or volunteer. It was felt that this should be added to questions in the survey. Mr. Pisarski said the regrantees will receive the survey and they can return it anonymously. A two week deadline will be given to return the survey. Ms. Merighi asked if there any regrantees that have not applied because they feel it's not worth the effort. Ms. Pisarski said there are history regrantees that have not reapplied. The survey will be sent to present and past regrantees. Different colors will be used to identify past and present regrantees. Mr. Pisarski will have a report of the results at next month's meeting.

## Media Outreach - SNJToday & BC Technologies Discussion

Mr. Pisarski met with Frank DiMauro and Kevin Pustizzi from SNJ Today. They spoke about building interest in social media for the regrantees and how to move forward with the Cultural & Heritage website and e-newsletter. SNJ Today bought out Quinn Broadcasting and they are in the process of building their services and programs. Mr. Pisarski would like to hold a workshop at their facility. Ms. Lods spoke highly of SNJ Today indicating they have a young group that is

knowledgeable on the latest happenings in social media. Mr. Pisarski also said BC Technologies is another option for the use of technology for the Cultural & Heritage Commission. Mr. Pisarski said BC Technologies is for maintenance and technology and SNJ Today would be for social media and content. Mr. Pisarski would like to get a proposal from SNJ Today to hold a workshop at their facility and invite BC Technologies to the July Cultural & Heritage meeting. Ms. Lods asked if July's meeting is a conflict with State Council on the Arts meeting. Mr. Pisarski said he would check for scheduling conflicts.

#### **By-laws Resolution of Adoption**

Commission members received a draft copy of the bylaws. Ms. Merighi picked up on some wording that needed to be changed, specifically:

- 1) Article II Section 2 remove the word "for" in the first sentence.
- 2) Article II Section 3 change the spelling of archeological
- 3) Article VII Section 3 "Commissions" should be "Commissioners"

A motion was made to approve the resolution adopting the by-laws by Mr. Kaneshiki. The motion was seconded by Ms. Boykin and passed unanimously.

### **Battle of Dallas Landing Project Update**

Mr. Pisarski said at the June 24<sup>th</sup> Freeholder meeting they will consider a rescission resolution for the previous RFP award. Several phone calls were received from the Atlantic City Press and the Daily Journal wanting to know if the project is dead. Mr. Pisarski spoke to the reporters and informed them there was a glitch with the grant agreement with National Park Service but the project is still happening. A new RFP will be released in July for the archeological work.

#### Sandy Disaster Relief Grants for Historic Properties Update

Mr. Pisarski said the guidelines were released and it stated the only structures that had determinations of eligibility in place as of May 1<sup>st</sup> would qualify for grant funding - the announcement was made after May 1<sup>st</sup>. Consequently, the Charlesworth in Fortescue is not eligible for this round of funding. Several appeal letters were sent to state offices and the response Mr. Pisarski received was to do the work and prep for a second round of funding. Mr. Pisarski will be going to the Charlesworth to conduct a site visit. Staff from the Historic Trust and the State Historic Preservation Office participated in a bayshore tour in anticipation of an application. Mr. Pisarski will be meeting with property owners and Meghan Wren. The State Historic Preservation Office commented that they are very impressed with the Bayshore and how unique it is compared to the Atlantic shoreline.

#### **Liaison Reports**

Ms. Boykin stated the Boys & Girls Club had an art exhibit.

Ms. Lods said Bay Day was held at the Bayshore. Ms. Lods attended Barn Studio of Art's Open House Day on June 1<sup>st</sup> and said the attendance was very good.

Ms. Moreno went to the Lenni Lenape Pow Wow in Salem County.

Ms. Merighi said the Puerto Rican Festival will be held July 19 -27. They held several fundraisers to help support the festival.

Mr. Kaneshiki commented that Clay College was at Bay Day. The Cultural & Heritage Commission was the event Admiral at Bay Day due to their large re-grant commitment.

Ms. Watson said Gallery 50 is having a sports exhibit called "Home Town Heroes".

## **Tourism Advisory Council Comments – Kimberly Gauntt**

Ms. Gauntt said she is applying for a grant from the state for the Recreation Commission. The Tourism Council is working on bylaws, a five year plan, the selection of a visitor's center, and social media. The Tourism Council wants consistant signage throughout the county. Ms. Gauntt passed out the Vacationer magazine.

Ms. Silver suggested a great site for a visitor's center would be the closed bank on the corner of Route 49 and Wade Boulevard in Millville.

#### **Other Old/New Business**

Commission members have in their packet a comparison of South Jersey Cultural Alliance (SJCA) and Greater Philadelphia Cultural Alliance (GPCA). The membership rate for the commission and four history organizations to join the GPCA will be \$665, while for just the Cultural & Heritage Commission the membership dues would be \$200. Also an email between Mr. Pisarski and SJCA is in the commission's packet. Mr. Pisarski will be resigning from the SJCA Board of Trustees. The Commission has not paid their membership dues to SJCA for 2014. Ms. Merighi would like the Commission to continue with the membership for 2014. A motion was made to approve the membership dues for the Commission and four history organizations to SJCA in the amount of \$275 and the Commission only to GPCA for \$200 by Ms. Lods. The motion was seconded by Ms. Boykin and passed unanimously.

Mr. Pisarski said at the bottom of the agenda is an announcement of public transportation. It is part of the Commission's ADA plan commitment.

#### Correspondence

Mr. Pisarski received a letter from Senator Van Drew and Assemblyman Andrzejczak thanking the Commission for their support on the hotel/motel occupancy fee.

An article was in the Atlantic City Press referring to Cumberland County hamlets as being frozen in time. Ms. Watson was interviewed for the article.

The New York Times published an article, "Sharing Cultural Jewels via Instragram," which Ms. Cerda-Moreno found prescient given the Commission's interest in social media.

## **Adjourn**

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

The next regular meeting of the Cumberland County Cultural and Heritage Commission will be held on Tuesday, July 22, 2014 in the Freeholder Meeting Room in Bridgeton, New Jersey.