

**CUMBERLAND COUNTY CULTURAL AND HERITAGE
COMMISSION MINUTES****February 3, 2015**

The regular meeting of the Cumberland County Cultural and Heritage Commission was held on Tuesday, February 3, 2015 at 3:30 PM., in the freeholder conference room in Bridgeton, New Jersey.

Present: Penny Watson Suzanne Merighi
Roy Kaneshiki John Garrison
Ella Boykin Merle Silver
Maria Cerda-Moreno

Matthew Pisarski, Assistant Planning Director
Jennifer Morgan, Recording Secretary

Guest: Kimberly Gauntt, Cumberland County Recreation & Tourism
Barbara Stratton, County Board of Agriculture
Caroline Owens, Cohansey Area Watershed Association (CAWA)

Approval of Minutes – December 16, 2014

A motion was made to approve the minutes from December 16, 2014. Ms. Watson made several corrections: under liaison reports it should state holiday house tour and if any regrantees have expressed. Other Old/New Business: “should” needs to be added to Ms. Silver’s comment about the listening devices and Ms. Watson mentioned that the Cumberland County Historical Society is updating their hazard mitigation plan and encouraged collaboration with the county since some county records are archived at the Lummis Library. A motion was made to approve the minutes as corrected by Mr. Kaneshiki. The motion was seconded by Ms. Moreno and passed unanimously.

Welcome to Liaisons Freeholder Thomas Sheppard and Freeholder Carman Daddario

Neither Freeholder was present.

2015 Re-grant Liaison Drawing

A bowl was handed around the table to choose Commission liaisons by lottery system. The results were as follows:

Mr. Kaneshiki – Bridgeton Main Street, Friends of Bridgeton Library, Seabrook Buddhist Temple

Mr. Garrison – Bayshore Discovery Project, Cumberland Players, Lenni Lenape, Mauricetown Historical Society

Ms. Boykin – Bridgeton Library, Festival Puertorriqueno, Off Broad Street Players, Vineland African American

Ms. Silver - Boys & Girls Club, Deerfield Harvest Fest., New Life Alliance, Millville Army AFM

Ms. Moreno – Barn Studio of Art, Cumberland County Library, Levoy, Underground Railroad (CCC)

Ms. Watson – American Littoral Society, Clay College, Jewish Federation, Chaba

Ms. Merighi– Bridgeton Recreation, Gallery 50, Upper Deerfield Historical Soc.

Ms. Lods – City of Vineland, Gateway, Vineland Regional Dance Co.

Mr. Pisarski said an appeal was received from the Bridgeton Library. At the Commission's February meeting the Bridgeton Library Board will be in attendance, Mr. Pisarski will ask the ADA Advisory Subcommittee and Grants Review Panel to attend. Ms. Merighi asked the nature of the appeal. The panel comments indicated there is a large sum in the budget for rental fee of the facility and concerns from the ADA Subcommittee that the library is not sensitive to accessibility. A copy of the comments from the ADA Subcommittee and Grants Review Panel will be provided to the members prior to the February meeting.

2015 South Jersey Artists' Summit – Saturday, April, 25, 2015 – Donald Ehman, NJSCA

Commission members received a draft flyer in their packets for the summit. Mr. Pisarski placed a phone call to Mr. Ehman so he could be involved in the Artists' Summit discussion. The Commission received a \$5,000 grant to co-sponsor the event. Mr. Pisarski said the Commission also set aside \$5,000 for the summit. The summit will take place April 25th at Cumberland County College. The facilitator will be Sharon Loudon author of *Living and Sustaining a Creative Life*. The summit is geared to artists living in the southern eight counties. The purpose of the event is to provide artists with inspirational or informational discussion and guidance to make their lives more practical and give them assistance. Ms. Loudon will work with a panel of four artists. One of the panelists will be Ms. Julie Langsam she is a contributor to Ms. Loudon's book. The other suggested panelists are Ken Leap, David Ambrose and Margaret Murphy. Mr. Pisarski said his concern is the panel does not have any ethnic diversity. Mr. Pisarski has suggested Cesar Viveros and Wendel White to serve on the panel. Ms. Loudon will reach out to the artists to do a pre-interview to see if they will work out for the question and answer session. Ms. Watson likes Mr. Viveros and Mr. White because they work in different mediums, mural and photography respectively. Ms. Boykin asked if there is a fee for the summit. Mr. Ehman said there usually is a small registration fee. Mr. Ehman recommended Mr. White to serve on the panel. Mr. Ehman made a suggestion for the theme of the summit to be "SAT" Saturday Artist Talks. The summit this year was moved to a new location with a new sponsor hoping for better attendance, which has dwindled over the past few years. On the back of the flyer a draft budget was provided. Ms. Loudon's expenses will be \$935, the panelist fees are \$250 each. Ms. Silver suggested charging an admission fee but give away Ms. Loudon's book. The commission is being charged \$21.30 for the book. Ms. Silver asked if Ms. Loudon would take on five panelists, Mr. Pisarski said Ms. Loudon is adamant about only having four. Ms. Moreno would like to see a panelist from the area be involved. Ms. Moreno said the original four panelists look like they are from an "elite" group. Mr. Garrison suggested asking Ms. Loudon to add a fifth panelist. Ms. Merighi asked if the format of the question and answer session was strictly with the panel and moderator, Mr. Pisarski said it will include the audience. Mr. Pisarski said he will

relay to Ms. Louden the diversity of the region so she can get a better idea about what panelist to bring in. Mr. Kaneshiki asked who we are trying to attract to the summit, Mr. Pisarski commented that the summit is for any self-identifying artist. Ms. Louden and Ms. Langsam will be available at the reception for a book signing. Ms. Watson suggested waiving the fee for high school students. Mr. Pisarski said once everything is set in place and the agenda is set the promotional campaign will need to be done. Mr. Ehman will also send out an email to 7,000 artists regarding the summit. Mr. Pisarski will ask Ms. Louden to reach out to Mr. Viveros and Mr. White and if they are not available the Commission will try to find other diverse panelists to serve. A \$10 registration fee will be collected with scholarships for students.

Upon ending the phone call with Mr. Ehman, Ms. Silver asked who Mr. Ehman was, and Mr. Pisarski responded that he is from the State Council on the Arts and handles co-sponsored grants. Mr. Pisarski spoke to the College and the room can be made bigger if needed to accommodate a larger crowd.

2015 Winter Eagle Festival – Saturday, February 7, 2015

Clay College will be handling the sculpy clay table. Mr. Pisarski is also trying to get Diane Roberts from Riverfront Renaissance Center for the Arts to do pencil sketching. Commission members are asked to attend and assist at the sculpy clay table. Mr. Kaneshiki and Ms. Watson said they would be down to help

Farmland Movie Presentation – Saturday, February, 21, 2015 – Barbara Stratton, County Board of Agriculture

Ms. Stratton is asking the Cultural & Heritage Commission to co-sponsor the movie *Farmland*. Ms. Stratton is not asking for money, but rather asking for help with promoting the film. Ms. Stratton played a trailer of the film. The event will be held at Cumberland County College on February 21st, with the purpose of the event to bring awareness as to how important agriculture is to the community. The reception starts at 6:30 pm with a meet & greet with local farmers and the film starts at 7:30 pm. Tickets for the reception and film are \$15. Ms. Stratton said the County Board of Agriculture does not have an online presence that's why they are asking for co-sponsors to help with advertising. Ms. Stratton commented that posters and postcards have been sent out. This will be the first showing of the film in New Jersey. Ms. Watson asked if you can buy tickets before hand or at the door, Ms. Stratton said you have to buy the tickets beforehand. Ms. Boykin asked about the scholarship the County Ag Board offers, and Ms. Stratton commented that the scholarship is given to a Cumberland County student every year that is attending college and majoring in agriculture. A motion was made to be a co-sponsor of the reception and film by Ms. Boykin. The motion was seconded by Mr. Garrison and passed unanimously.

Social Media mini-grants DRAFT Application

Commission members received a draft application of the media mini grant. \$5,000 was set aside from the 2014 budget to offer 10 mini grants. All the details have been worked out with SNJ Today. Mr. Pisarski asked the Commission if they want to limit the grant to only grantees or open it up to any nonprofit. Ms. Watson would like to see the mini grant offered to any nonprofit. Ms. Silver asked how the organization will be picked to receive the mini grant. Mr. Pisarski said applications will be given to Commission members at the March meeting for discussion and selection of the recipients. Ms. Merighi asked how the information will be distributed and Mr. Pisarski responded that it will be distributed via email, Facebook, Twitter

and the newsletter. A motion was made to approve the mini grant application by Ms. Silver. The motion was seconded by Ms. Merighi and passed unanimously.

Sunset Lake Photography Contest – Caroline Owens, CAWA

Ms. Owens said the Cohansey Area Watershed Association (CAWA) is a young organization with about 80 members. Their most recent project is a memorial signage program. Ms. Owens said CAWA is asking the Commission for financial assistance with a photography competition. The competition is called: Sunset Lake and the Raceway: Before and After. Each entry will consist of one photo of Sunset Lake or the Raceway before the water returns and one photo after the water returns taken from the same spot. CAWA is looking for a co-sponsor to help with the cost of prizes. The contest is for students in Bridgeton High School and Cumberland Regional. Ms. Watson asked if the students will have the facilities to print and mount the pictures. Ms. Owens told the Commission her contacts at the High Schools are willing to help the students with printing and mounting. Ms. Owens said they will have two judges, Ms. Watson suggested having three judges for a tie breaker if needed. Mr. Pisarski asked if a budget has been put together and Ms. Owens responded that other than giving money out to the winners there is no budget. Ms. Owens said they will mount the photos on foam core and they will be displayed at the schools with the winners being displayed at Gallery 50. Ms. Silver asked about a time frame for when the contest has to be completed, and Ms. Owens said they have to wait for the water to return in April/May. Mr. Pisarski said the request is a special project and it's up to the Commission if they want to support the contest. Ms. Watson asked if the Commission wants to take a general vote of support before they vote on a monetary amount. It was discussed to give funding for prizes and reception costs.

The Commission agreed it a great event to support and it was suggested to give CAWA \$300. CAWA will be informed it will be a one-time funding and after this they would have to apply as a regrantee. Mr. Pisarski commented that CAWA is a small legitimate nonprofit organization. It was suggested to give CAWA \$225 for prize money and \$75 for food. A motion was made to approve the onetime funding of \$300 by Mr. Garrison. The motion was seconded by Ms. Boykin and passed unanimously. Mr. Pisarski will state in the paper work that \$225 is for prizes and \$75 for food.

Liaison Reports

There were no reports.

Tourism Advisory Council Comments – Kimberly Gauntt

Ms. Gauntt said she received the second payment from Southern Shore DMO of the total grant of \$20,000. The funds will be regranted out to nonprofit organizations and the funds must be used for marketing. Ms. Gauntt sent out 19 applications and received 17 back. Southern Shore DMO applied to the Pascal Sykes Foundation for a marketing grant on behalf of Cumberland County and the grant was approved for \$35,000. These funds have to be used for marketing tourism in Cumberland County. Ms. Boykin commented that Pascal Sykes did a survey several years ago to find out what the top need was in Cumberland County and transportation was at the top. Ms. Watson asked what kind of organization is Pascal Sykes, and Ms. Boykin responded they are a nonprofit private family-oriented organization with offices in Vineland. Cumberland County Economic Development received \$50,000 from Pascal Sykes with \$25,000 of those funds going to the Bayshore area for Way Finding signs.

Other Old/New Business

Ms. Watson is involved with the Lower Alloway Creek Meeting House in Salem. Ms. Watson was telling them about our podcast program and there is interest in Salem for a similar program. Ms. Watson would like to see the podcast program expand into Salem County. Mr. Pisarski indicated we can give them all of our vendor contact information and a step-by-step guide on how to do a podcast, but it would be difficult to facilitate the program in another county.

While on the podcast topic, Mr. Pisarski indicated he is having trouble getting information from Deerfield Presbyterian, Fairfield Presbyterian Old Stone Church, Trinity AME Church in Gouldtown and Landis School to finish the podcast project for those sites. If anyone has a contacts to these places let Mr. Pisarski know.

Ms. Silver will be providing a boat to assist with the Dallas Landing project. Mr. Kaneshiki asked if there was a date set for the second public outreach meeting, and Mr. Pisarski indicated one has not been set.

Correspondence

The Commission received a letter from Cumberland Players saying they appreciate what the Commission has done and for the helpful comments from the ADA Subcommittee.

Commission members received a copy of attendance from 2014 commission meetings.

Adjourn

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

The next regular meeting of the Cumberland County Cultural and Heritage Commission will be held on Tuesday, February 24, 2015 in the Freeholder Meeting Room in Bridgeton, New Jersey.