

**CUMBERLAND COUNTY CULTURAL AND HERITAGE
COMMISSION MINUTES**

June 22, 2016

The regular meeting of the Cumberland County Cultural and Heritage Commission was held on Wednesday, June 22, 2016 at 3:30 PM., in the freeholder conference room Bridgeton, New Jersey.

Present: Penny Watson Suzanne Merighi
Roy Kaneshiki John Garrison
Ella Boykin Merle Silver
Freeholder Sheppard

Matthew Pisarski, Assistant Planning Director
Jennifer Morgan, Recording Secretary

Guest: Ralph Padilla, PRAC
Russell Swanson, Vineland Main Street

Approval of Minutes – April 27, 2016

A motion was made to approve the minutes from April 27, 2016 by Ms. Merighi. The motion was seconded by Mr. Garrison and passed unanimously.

Update Presentation by Ralph Padilla on Hispanic Cultural Events in Cumberland County

Mr. Padilla represents PRAC of SJ, Puerto Rican Action Committee. Mr. Padilla has previously come to the Commission asking for funding for the Salsa concert at the Levoy Theater. Mr. Padilla thanked the Commission for funding the concert, the event was sold out. The concert will be an annual event, in 2017 it will be held on April 1st. On December 2nd at Cumberland County College, Salsa with the Stars will take place. Mr. Padilla has met with Vineland City Officials to have projects at Landis Theater. A model is being worked on to assist with adult culinary training with a diverse food base. Mr. Pisarski suggested that Mr. Padilla's organization apply for re-grant funds. Ms. Watson asked if he has any plans to bring programming to Bridgeton. Mr. Padilla responded that yes, he has plans to build bridges with other organizations.

Special Request Presentation by Russell Swanson – Vineland Main Street

Mr. Swanson has spoken to Mr. Pisarski regarding expanding the arts in Vineland. Fourth Fridays are being offered in downtown Vineland. Movies are being offered on the big screen in conjunction with Vineland Health Department offering a fitness program. Mr. Swanson is asking for a \$2,500 sponsorship to help with paying for the movies that will be offered through the summer on Fourth Fridays. Mr. Swanson passed out a list of movies that will be played over the summer. It is free to the public with plenty of parking. Mr. Swanson would like to move the free movies into the Landis Theater in the winter time. Ms. Silver asked if stores will be open later during Fourth Friday's, Mr. Swanson is encouraging the different stores to stay open later. Mr. Pisarski explained how special requests work and informed Mr. Swanson that Vineland Main Street should become a re-grantee next year. Mr. Pisarski said he is excited to see Vineland stepping up and having different programming. Mr. Pisarski will email Mr. Swanson regarding

the special request funding.

Ms. Silver asked if we would get more re-grant money if more organizations apply for funds, Mr. Pisarski said we are the highest funded in the state per capita but having a larger group of re-grantees certainly wouldn't hurt. Ms. Boykin asked if Vineland Main Street can work with the City of Vineland since we already fund them, Mr. Pisarski would like to keep the funding separate. Ms. Merighi asked how much special request funding was available, \$8,000 - \$10,000 is available. A motion was made to approve \$2,000 in funding for sponsoring Fourth Fridays by Ms. Silver. The motion was seconded by Ms. Watson and passed unanimously. Ms. Merighi asked if there is a limit for mini grants, special request is \$1,000 but sponsorships can be higher.

Recap of Artists' Forum – April 30, 2016

Mr. Pisarski said about 40 people attended. The speakers were very happy with how the day went. The video from the forum has been posted to YouTube. Mr. Pisarski has spoken to the State Council on the Arts about moving the funding for the forum to the South Jersey Cultural Alliance but would like to keep the event in Cumberland County. Ms. Merighi said the presenters did a great job. When the Commission does its workshops Ms. Merighi would like crowd sourcing and kickstarter etc. to be a topic of discussion.

Recap of Encore Awards – May 24, 2016

Mr. Pisarski commented that the venue was very nice. Cumberland County had great advertising in the program book.

Website Going Live Discussion

The font was selected, changes will be made and the site will go live with editing along the way.

Re-grant Application Draft

Commission members received in their packet the re-grant application. A change was made, a publicity plan is not being asked for but organizations were given bullet points with what is expected regarding publicity. Organizations are expected to collect audience demographic data.

Re-grant Application Workshops – Separate History and Art

The history re-grants funding has been changed at the state level. Mr. Pisarski has applied and asked for \$21,000. Last year the Commission received a little over \$10,000. Mr. Pisarski had to create a data base of all the history non-profits in the county and the challenge is to bring them in as consistent re-grantees. Mr. Pisarski will have two workshops to be held in the fall, one for history and one for art organizations. A motion was made to approve the re-grant application by Ms. Merighi. The motion was seconded by Ms. Boykin and passed unanimously.

Caribbean Events Schedule

Commission members received in their packet several flyers regarding the Caribbean Festival.

- *Shades of Past Colors of Present schedule of events
- *Invitation to the reception for the Gallery openings at Wheaton Arts
- *Epistle of Resilience library exhibits

For each exhibit the space will change so the shows will have different art pieces. A reception will be held at each exhibit at the libraries. Nadine Lafond will hold art therapy workshops for

kids each month. Mr. Pisarski commented that this is the first time this type of exhibit will be held in the United States.

Liaison Reports

Ms. Silver attended the Commercial Township School District first annual history night. Grades 4 and 8 had to create a project regarding history in Cumberland County. Ms. Silver said she has not heard anything from Cumberland County Library. Mr. Pisarski said they can be challenging to work with and that he would provide the library director's email to her. Freeholder Sheppard commented that he will speak to the liaison to the library, Freeholder Daddario. Ms. Silver attended Bay Day, it was very well attended with many art projects.

Ms. Merighi said Clay College has an exhibit called, Gaps Stacks and Balancing Acts. Paula Poundstone was at the Levoy.

Ms. Boykin commented that the Juneteenth celebration was lively but low in attendance.

Tourism Advisory Council Comments – Kimberly Gauntt

Postponed until next month.

Other Old/New Business

Commission members received pictures of the DYFS building lobby. The Cumberland County Improvement Authority would like to cost share with art work being installed. A committee will be put together to select the artists and what type of art will be used. The Improvement Authority would like to see bright geometrical shapes. A motion was made to approve an Ad-Hoc Committee to select an artist for the DYFS building by Ms. Boykin. The motion was seconded by Ms. Merighi and passed unanimously.

Mr. Pisarski stated new banners need to be done with the Commission's new logo.

Correspondence

A thank you letter was received from Wendy Gardner with the Cumberland County Black Hall of Fame.

An article from the Atlantic Press, Hispanic arts targeted as economic driver.

An article was in the Daily Journal regarding the mural at the Boys & Girls Club. Ms. Boykin said she has received good feedback regarding the mural.

News article regarding the Juneteenth celebration that took place in Bridgeton.

A flyer for an event at the Glasstown Arts District, Aglow a lighted art installation project.

Adjourn

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