

**CUMBERLAND COUNTY CULTURAL AND HERITAGE
COMMISSION MINUTES**

November 21, 2016

The regular meeting of the Cumberland County Cultural and Heritage Commission was held on Wednesday, November 21, 2016 at 3:30 PM., in the freeholder conference room Bridgeton, NJ.

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

Matthew Pisarski, Assistant Planning Director
Jennifer Morgan, Recording Secretary

Guest: Beatrice Hughes, Cumberland County College
Christopher Tatora, Cumberland County College

Approval of Minutes – September 28, 2016

A motion was made to approve the minutes from September 28, 2016 by Ms. Silver. The motion was seconded by Ms. Merighi and passed unanimously. Ms. Watson and Ms. Lods abstained.

Guaracini PAC of Cumberland County College Presentation – Beatrice Hughes & Christopher Tatora

Cumberland County College submitted a letter to the Commission asking for a partnership to help draw in a new and younger audiences. Mr. Tatora commented that the college is looking into starting a “fringe” series. It will include performances by up and coming artists, performing edgier, more avant-garde works. Mr. Pisarski said there needs to be a sponsorship cushion for the “fringe” programming to build the audience. The Commission needs to think about different ways to promote the shows and let the audience know the performances have an adult edge. Ms. Lods asked what the tickets would cost, and Mr. Tatora indicated around \$15-\$20. Mr. Tatora said they are still in the early stages of planning and are not positive what shows will be chosen. Ms. Merighi suggested using social media to promote. Mr. Pisarski will contact SNJToday for their expert opinion on promoting through social media. Mr. Kaneshiki asked about the college mailing list. Mr. Hughes said there are over 1,000 people on the list but it is getting smaller. Mr. Pisarski thanked Mr. Tatora and Ms. Hughes for coming and he will get back to them with the Commission’s decision.

The proposed budget includes \$5,000 for the Guaracini fringe programming, which was approved when the 2017 budget was approved.

2017 Budget Approval – Recommendations from Budget Subcommittee

Mr. Pisarski said the subcommittee met and the Commission is doing a lot of programming with funding from many sources. The committee was focused on direct impact on the arts. Mr. Pisarski went through each budget line item. Mr. Pisarski said there may be an issue with the artist’s directory so a \$1,000 was added for website maintenance. Ms. Lods commented that the

directory needs to be updated anyway. Ms. Silver asked why the workshops get recorded, and Mr. Pisarski commented that they get added to the Commission's YouTube channel, which more than doubles the audience. The subcommittee feels Office on Aging does not properly disperse the concert tickets that are given to them for Senior's month. The committee feels the tickets should still be purchased from Bay Atlantic Symphony and donated to the youth. The committee has decided to stop funding the Disability Awareness Day but continue to fund the tickets that are given away. Special request funds were doubled. The expected 2017 budget from the Freeholders is \$30,000 that is a \$5,000 increase. The \$5,000 increase from the Freeholders must be spent on a mural. The Levoy Theater wants to bring back Teen Arts so the committee suggested setting aside \$5,000 in funding. A motion was made to approve the 2017 Cultural & Heritage budget by Ms. Merighi. The motion was seconded by Mr. Garrison and passed unanimously.

Grants Review Panel Meeting – Tuesday, November 29, 2016, 6 pm, CCC

Commission members received in their packet a list of regrantees and their 2017 request. Also, a list of panelists was in the packets. 28 arts organizations and seven history applied. Several organizations are new but they were special requests in 2016. Mr. Pisarski said the judging will take place on the 29th and the recommendations from the panel will get emailed out to everyone. Mr. Pisarski brought up an issue with the smaller organizations, does the commission continue to incubate smaller organizations at high levels without seeing growth? Ms. Lods commented that she would have liked to attend the International Film Festival but received the information too late. Mr. Pisarski suggested to keep pushing for collaboration. Ms. Lods commented that the Commission should hold a required marketing seminar.

Nominations Subcommittee Appointment

This year's nominations committee will consist of Ms. Lods, Ms. Boykin and Ms. Moreno. Everything can be handled through email. Ms. Lods asked if the Commission was at full capacity, Mr. Pisarski responded that we are.

Approval of 2017 Meeting Dates

The Commission is suggesting moving the meetings to the fourth Thursday of the month. A motion was made to approve the meetings to the fourth Thursday with the exception of November and December by Ms. Silver. The motion was seconded by Ms. Merighi and passed unanimously.

Liaison Reports

Ms. Merighi attended the Levoy and saw Brigadoon. Ms. Merighi visited the Greenwich Museum.

Mr. Kaneshiki said Mark Gould gave a talk at Second Friday. Mr. Kaneshiki commented that Mr. Pisarski has an oyster plate on display at Clay College.

Mr. Garrison asked why the Lenni Lenape did not apply this year. Mr. Pisarski said they have a lawsuit with the state and that is taking up all their time. Mr. Garrison found a display of Indian Artifacts at the Hopewell Municipal Building.

Tourism Advisory Council Comments – Kimberly Gauntt

Postponed until next month.

Other Old/New Business

Correspondence

Ms. Lods said she will be sending out invitations to the dedication of the new mural. Ms. Lods said two more murals will be done next spring. Mr. Pisarski commented that the DYFS building mural will be started shortly.

South Jersey Times printed an article regarding the new Arts & Innovation Center in Millville.

Adjourn

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