

**CUMBERLAND COUNTY CULTURAL AND HERITAGE
COMMISSION MINUTES****September 30, 2014**

The regular meeting of the Cumberland County Cultural and Heritage Commission was held on Tuesday, September 30, 2014 at 3:00 PM., in the Freeholder conference room in Bridgeton, New Jersey.

Present: Penny Watson Roy Kaneshiki
Ella Boykin Merle Silver
Maria Cerda-Moreno Freeholder Sheppard

Matthew Pisarski, Principal Planner
Jennifer Morgan, Recording Secretary

Guest: Kimberly Gauntt, Cumberland County Recreation & Tourism
Dr. Richard Hunter, Hunter Research
Patrick Harshbarger, Hunter Research
William Liebeknecht, Hunter Research
Megan Wren, Bayshore Center at Bivalve

Approval of Minutes – August 26, 2014

A motion was made to approve the minutes from August 26, 2014. Ms. Watson made several corrections on page three, the last sentence in the second paragraph should state, “its being successful,” the last sentence under Liaison Reports should read “need” not “needs,” change Mr. Boykin to Ms. Boykin, it was requested that SSRDMO be spelled out, Southern Shore Region Destination Marketing Organization, and Ms. Silver said she also mentioned Artists Day under Liaison Reports. A motion was made to approve the minutes as corrected by Ms. Silver. The motion was seconded by Ms. Boykin and passed unanimously.

Battle of Dallas Landing Discussion – Dr. Richard Hunter, Hunter Research, Inc.

Dr. Hunter said his company has a fair amount of experience on Revolutionary War projects. Hunter Research will be using the David Library and the State Archives for research. Dr. Hunter said oral historical records will be needed. Mr. Harshbarger said all oral and published records will be researched. Dr. Hunter commented that the tide and vegetation will make it a challenge to research the land. Mr. Liebeknecht thinks things might be found that have nothing to do with the project, they will be looking for things that are military related, buttons and possible bodies that were buried. Hunter Research will be asking the locals for their findings. Mr. Liebeknecht said there is an 1840's coastal map that gives great detail. Freeholder Sheppard suggested speaking to Mr. Capaldi who owns some of the land that will be researched. Dr. Hunter said there are seven different tasks that they will be doing. Dr. Hunter asked for a revised timeline. Mr. Pisarski said an outreach meeting needs to be scheduled. At the outreach meeting people will be asked to bring any artifacts that they have found over the years and audio recordings will take place of family folklore stories. The outreach meeting will take place in October or November. Mr. Pisarski has reached out to the Mauricetown Fire Hall to hold the outreach meeting. Mr. Hunter suggested having the meeting during the week at night. A three hour block

will be setup and at the beginning of every hour a presentation will take place describing what Hunter Research is asking for. Mr. Pisarski said this type of project is new for the Commission, the project is a 40 acre area. Mr. Pisarski commented that the boundary lines of the battle site will not be 40 acres. Dr. Hunter said some level of walking will be done on the 40 acres. Remote sensing will take place on both river banks 500 feet in all directions from the center point of the landing locations on both of the East and West banks. Mr. Pisarski said an aerial photograph will be done to identify property lines and owners of the land. The deadline to finish the project is August 2015. Dr. Hunter will do documentary research first then have the public outreach meeting and before winter sets in field work will be done. Mr. Pisarski said the National Park Service wants updates on the project and how it is progressing. Mr. Pisarski would like Hunter Research to attend the February Cultural & Heritage meeting to give an update on the project. Another outreach meeting will take place in late spring. Mr. Pisarski has gotten a lot of interest from amateur metal detectors wanting to assist with the project, is there a way that the can public participate. Ms. Silver asked if it will hinder the research having volunteers. Mr. Liebeknecht commented some groups are easier to work with and a day can be setup for the public to come out and assist. Mr. Pisarski said if burial sites were discovered the site cannot be made public. Dr. Hunter said they may have to speak to Mr. Calpaldi about plowing his land. Ms. Watson asked if a grave site was found does it have to be made public, Mr. Pisarski said the National Park Service, State Historic Preservation Office and the coroner would be informed. Everyone received an information sheet on the study which gives contact information and research materials. Mr. Pisarski will set up a conference call with National Park Service, get the aerial photography completed, Hunter Research will work on documentary research and the public outreach meeting will be scheduled. Ms. Wren asked if anyone has spoken to the known artifact collectors, Dr. Hunter said they are in the early stages of contacting people. Mr. Pisarski asked Mr. Wren to get contact information for others that need to be contacted. Mr. Pisarski said the press release for the public outreach meeting will say there will be no questions about ownership of artifacts that people may have.

Connectivity Analytics – Facebook, Twitter, YouTube, Constant Contact

Commission members received in their packet a colored sheet regarding social media. The Commission website had a 24% increase from last year. The Cumberlandhistorical.org website received 681 site visits to date this year. The newsletter now goes through Constant Contact, 48% open email rate. Mr. Pisarski said with many events going on two newsletters will be done a month. The Commission now has a Facebook page and a Twitter account. Ms. Boykin asked what organic meant under the Facebook report, and Mr. Pisarski responded it meant people seeing it or sharing it on their newsfeed. Mr. Pisarski commented that Twitter audience is younger and more involved in the communities they are watching. The 21st Century Public Relations workshop is on YouTube. Ms. Boykin commented that she likes the e-newsletter, all the images link to that event. Ms. Watson asked the amount of time it takes to deal with the social media websites, Mr. Pisarski said once the sites are setup its very quick and easy.

Ms. Silver said she took a picture of a quilt at the Mauricetown Historical Society that is from 1880/90's. Mr. Pisarski said he will add it to the Facebook page. Mr. Pisarski said if Commission members are at an event and take a picture send it to him and he will post it.

Social Media/Technology Mini-Grant Discussion/ 21st Century Public Relations Recap

Mr. Pisarski reached out to Frank DiMauro at SNJ Today regarding the mini grant program. Mr. DiMauro sent Mr. Pisarski an email, members have a copy of the email in their packet. The

grant recipient would receive \$500 and that would get them a four hour block of time that could be taken in one hour increments. Mr. Pisarski said \$5,000 would be used this year that would grant 10 technology mini grants. Criteria will be set and organizations can apply for the grant. After the program is over there will be an assessment to see if the program was successful. The organizations would go to SNJ Today for help. Ms. Moreno said what if the organization is not sure what they need, SNJ Today would help you manage your social media not do it for you. Mr. Pisarski will get the contract together for approval at the November meeting.

Artists' Day in Mauricetown Recap

The crowd was a little low to due to the weather. There were 12 artists, with 15 on target for next year. Ms. Silver said the Mauricetown Historical Society commented to her that they might be interested in a grant to get their quilt appraised.

Disability Awareness Day – Saturday, October 18th

Mr. Pisarski would like to purchase 30 tickets for \$750 to the Tommy Dorsey Orchestra at the Levoy with the tickets given out to attendees at Disability Awareness Day. There will be a sign up sheet at the table. A motion was made to approve the purchase of 30 tickets for \$750 for the Tommy Dorsey Orchestra by Mr. Kaneshiki. The motion was seconded by Ms. Watson and passed unanimously.

Artists Community Engagement Conference – NJ Council on the Arts Grant

Mr. Pisarski received a phone call from the State Council on the Arts congratulating the Cultural & Heritage Commission on receiving a \$5,000 grant that was not applied for. The grant is for a workshop for the artists community. The last several years the workshop has been in Atlantic City. The grant is for rental space, speaker fees and advertising. The date is tentatively set for April 25, 2015 at Cumberland County College. The topic discussed would be “Sustaining a Creative Life”. Mr. Pisarski has done some research and would like to have Sharon Loudon, teacher at the Art Academy of New York to be a facilitator with a panel of local artists. Freeholder Sheppard suggested doing some research to make sure she is qualified. Ms. Moreno asked about attendance, at best the attendance reached 50-60 people in Atlantic City. Mr. Pisarski is hoping for up to 100 attendees.

West Jersey Time Traveler Project – Sites 16 and 17 Up

Money was allocated in the budget to do two more sites, Landis High School and Trinity AME Church in Gouldtown. Money is available to do sites 18 & 19, Deerfield Presbyterian Church and Fairfield Presbyterian Old Stone Church. Ms. Pisarski explained the project to Freeholder Sheppard. Ms. Silver asked if there are any more sites on the list, Mr. Pisarski said at the moment there is not.

Ms. Watson said the City of Bridgeton received a grant from the Transportation Authority to restore the Bridge Keepers Building and signage. The money may be returned because an inspector has to be on site at all times when work is being done. Mr. Pisarski thought the inspector only had to visit daily and not sit there the whole day. Mr. Pisarski told Ms. Watson to contact Mr. Velazquez at the Cumberland County Improvement Authority because they are involved in a similar project.

Liaison Reports

Ms. Moreno said the Lenni Lenape and Wheaton Arts teamed up to do a display at the tribal headquarters in Bridgeton.

Mr. Kaneshiki commented that Clay College had a guest artist do a workshop on gold making that was well attended.

Lester Brown will have a workshop on October 11th & 12th in Bridgeton, Changing Places Changing Planet. Ms. Watson asked if there have been inquiries from outside of the area.

Tourism Advisory Council Comments – Kimberly Gauntt

Ms. Gauntt said the Tourism Council will receive a \$20,000 grant from Southern Shore Region Destination Marketing Organization (SSRDMO). Ms. Gauntt will receive the funds so there is no conflict of interest from the state. The state does not want state funds crossing, the Cultural & Heritage Commission receives funds from the State Council on the Arts and Historical Commission. Mr. Pisarski asked if the Commission will still receive funds from the grant, Ms. Gauntt said it would not be a problem. SSRDMO placed ads in Fall AAA publication and a banner ad on AAA.com for Cumberland County. Ms. Watson asked if there has been any fall out from all the casinos closing in Atlantic City, Ms. Gauntt hopes we do not lose any tourists.

Other Old/New Business

Morven Museum will be opening their exhibit in Princeton on New Jersey Samplers.

Mr. Kaneshiki questioned if Olin McConnell will be added to the Dallas Landing project list.

Correspondence**Adjourn**

A motion was made to adjourn the meeting by Ms. Silver. 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, October 28, 2014 in the Freeholder Meeting Room in Bridgeton, New Jersey.