

**CUMBERLAND COUNTY CULTURAL AND HERITAGE
COMMISSION MINUTES**

September 28, 2017

The regular meeting of the Cumberland County Cultural and Heritage Commission was held on Thursday, September 28, 2017 at 3:30 PM., at Cumberland County Administration Building Bridgeton, New Jersey.

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

Matthew Pisarski, Assistant Planning Director
 Jennifer Morgan, Recording Secretary

Guest: Lisa Garrison
 Marcy Peterson, Wheaton Arts

Approval of Minutes – August 28, 2017

A motion was made to approve the minutes from August 28, 2017 by Mr. Kaneshiki. The motion was seconded by Ms. Merighi and passed unanimously.

Lisa Garrison – Special Project Presentation

Ms. Garrison is asking the Commission to sponsor an event called “Por Los Frutos de tus Manoss”. The event would be a concert, community signing and a harvest festival featuring visiting Smithsonian Recording Artist Suni Paz. A similar event was held last year but did not have a big turnout from the Mexican community. Ms. Garrison said it was suggested to hold the event at night in a public school or at the Alms Center in Bridgeton. Ms. Garrison also spoke to Cumberland County College about having the event there. Mr. Pisarski commented that the Commission budgeted \$5,000 to help with a fringe event at the college, the college is no longer doing the fringe event so there is special funding to help with Ms. Garrison’s event. Mr. Pisarski summarized Ms. Garrison’s event plans, the event will be an education concert that would be bilingual with the location TBD. A rough budget was given with the event totaling \$5,000. Ms. Garrison will also seek other funders. Mr. Pisarski commented that the event is different for the Commission because it is a community that has challenges being reached effectively. Ms. Garrison would like the event to take place in November. Ms. Watson would like to see the program be held in Bridgeton, Commission members agreed. Ms. Silver thanked Ms. Garrison for her presentation. Mr. Pisarski informed Ms. Garrison that the Commission will take a vote and he will let her know.

Ms. Lods asked if the \$5,000 needs to be used for other programming, Mr. Pisarski commented that there are other funds available if something comes up. Commission members questioned if there is enough time to get the event together, Mr. Pisarski is very confident that Ms. Garrison can make it happen. A motion was made to approve \$5,000 for “Por Los Frutos de tus Manoss” by Ms. Watson. The motion was seconded by Ms. Moreno and passed unanimously.

Art & Economic Prosperity 5 – Stay in Cumberland Initiative

Mr. Pisarski went through the slide show presentation that was given to the Freeholders in August. A participation rate of 71.4 % and 16.7 million dollars was spent in the county. A big percentage were first time visitors with an 8% over night stay. Mr. Pisarski commented that we have to work on overnight stays with package deals. Packages deals need to be on underutilized weekends. Mr. Pisarski presented the slide show to the tourism council and discussed how to grow overnight stays. Four weekends will be selected in 2018 that can be made into package deals, one for each season. Tourism council will reach out to the hotels for special rates. Ms. Watson commented that you will need to attract people that are over an hour away for overnight stays. Mr. Pisarski commented that the commission and the tourism council will have to look at the calendar of events and see when and where events are happening. Ms. Merighi suggested to look at other communities and see what is working for them. Mr. Pisarski said if we are successful and can collect the data to show that we increased over nights on those four weekends then we can formalize deals with AAA and big bus tour companies. The first initial step would be for the Commission to think about events that occur on slow weekends.

2018 Budget Subcommittee Appointments

Ms. Merighi, Ms. Silver and Ms. Watson volunteered to serve on the budget subcommittee.

Cohansey RiverFest Plein Air Competition - Recap

Mr. Pisarski recapped all the events into one discussion. All the events went very well. He indicated there were 20 plus artist for Plein Air and that the partnership with Gallery 50 is working very well.

Dr. Rodriguez Book Signing - Recap

Over 40 people were in attendance and almost all the pre-ordered books were sold. The Library indicated an interest in doing similar programming in the near future.

Grant Writing Workshops – Recap

Both workshops were well attended and both were video recorded for placement on the Commission's YouTube channel.

Artists' Day in Mauricetown – Recap

Good day with great weather for Artists' Day. Mr. Pisarski had a scheduling conflict, so Ms. Morgan oversaw the event. Everything went smoothly and the Commission thanked her.

2018 Re-grant Applications Due – Friday, October 13, 2017

Re-grant applications are due October 13th. Mr. Pisarski commented that several new organizations attended the workshops.

2017 Disability Awareness Day – Saturday, October 14, 2017

Disability awareness day will be held at the College. The Commission will be giving away 50 tickets to "Inherit the Wind" at the Levoy for November 5th.

Mauricetown Historic District Nomination

Everyone received in their packet the full nomination of the Mauricetown Historic District. A public outreach meeting will be held October 25th in Mauricetown. The Historic Sites Review Board will review the nomination in Trenton on November 9th. Ms. Watson will attend the meeting in Trenton. Mr. Pisarski also indicated he would attend.

Cumberland Mall Clerk's Office

Mr. Pisarski will be meeting with Ms. Riley, County Clerk, Ms. Longo with the Cumberland Mall and Jeremy Tennebaum with VSBA for graphic design of the Cumberland Mall Store. The cost will be split between the Commission and the Clerk's Office. More detailed information will be provided at the next meeting.

OysterFest

OysterFest will be held November 3rd at Eastlyn Golf Course. Mr. Pisarski has invited several artists to attend. As co-host for OysterFest the Commission is trying to up the attendance figures and improve the silent auction.

Ms. Lods questioned the leadership at the Bayshore Center. Mr. Pisarski indicated he has not received any contact from the Interim Director, Brian Keegan, but has been dealing effectively with Jamie Warner.

Liaison Reports

Mr. Garrison commented that the Jewish Film Festival will be in October and FanCon will be held at the Vineland Library.

Ms. Merighi will be attending a meeting regarding privatizing the Vineland Library.

Mr. Garrison said Mr. & Mrs. Merighi will receive the Community Leader Award.

Tourism Advisory Council Comments – Kimberly Gauntt

Postponed until next meeting.

Other Old/New Business

Ms. Silver turned in her resignation. She indicated that while she truly enjoys serving on the Commission, her growing family responsibilities are taking her out of the county on a more regular basis and she cannot commit the time anymore.

Correspondence

Mr. Barker, an artist who participated in the Plein Air Competition, wrote a thank you letter thanking the Commission for hosting Plein Air.

The Commission packets included a news article regarding privatizing Vineland Library.

The packets included a flier describing a new continuing education certificate program in historic preservation at Rutgers-Camden.

The packets included a notice requesting comments on the historic impact to various improvements to Route 49, including new lighting, sidewalks and striping. The Commission did not see any negative impact to the improvements.

Adjourn

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