

**CUMBERLAND COUNTY CULTURAL AND HERITAGE
COMMISSION MINUTES**

January 26, 2023

The regular meeting of the Cumberland County Cultural and Heritage Commission was held on Thursday, January 26, 2023, at 3:00p.m., via teleconference and/or in-person at The County Administration Building located in Bridgeton, NJ.

Present:	Robert Dragotta *	(November 2023)
	Michael Cagno *	(January 2023)
	Suzanne Merighi *	(November 2023)
	Marianne Lods *	(November 2026)
	Maria Cerda-Moreno	(November 2025)
	Penny Watson *	(August 2025)
	Karen Barnett *	(August 2024)
	Yogesh Thakur	(November 2026)

Commissioner Victoria Lods *
Commissioner Doug Albrecht

Matt Pisarski, Department Head/Director *
Omarey Williams, Shared Services Coordinator *
Wanda Riviera, Confidential Assistant *
Matt Horowitz, Recording Secretary *
Jumba Mugwanya, Assistant County Counsel *

Note: Asterisk () indicates members present at the aforementioned meeting.*

Approval of Minutes – November 17, 2022

Mr. Dragotta indicated, following Roll Call, that a quorum was met and would like to entertain a motion to approve the November 17, 2022 Cultural & Heritage (C&H) Commission meeting minutes. A motion to approve the November 17, 2022 meeting minutes was made by Ms. Lods, seconded by Ms. Merighi, and passed unanimously by the Commission.

Presentation On Music Licensing Agreements By Cumberland County Assistant Counsel, Jumba Mugwanya

Jumba Mugwanya, Cumberland County Assistant Counsel, said the topic of music licensing came from himself, Mr. Williams, and Matt Horowitz working on The Sounds of Cumberland County Music Compilation in 2022, which utilized an artist waiver. Mr. Mugwanya said a blanket music license could be used for things such as The Sounds of Cumberland County, physical products (such as CD's,) virtual releases, musical performances, playing music within public venues, etc. Mr. Mugwanya said the three main music licensing organizations were Broadcast Music, Inc. (BMI,) the American Society of Composers, Authors & Publishers

(ASCAP,) and the Society of European Stage Authors & Composers (SESAC.) Mr. Mugwanya shared he believed the City of Bridgeton had a blanket music license from BMI and he and Mr. Williams had spoken with another local County government (Bergen) entity within New Jersey virtually, who obtained licenses. Mr. Williams said the County was hoping to expand their support of the arts (music) across various avenues in which they could/would potentially be held libel without purchasing such a blanket music license(s).

Mr. Mugwanya said a waiver was used along with the 2022 compilation to help limit the County's liability without having a blanket music license at the time. Ms. Lods, Mr. Cagno, and Ms. Merighi agreed that said license would be important for the County to attain. Mr. Pisarski asked if this would be an eligible expense for the State Council On The Arts grant, to which Mr. Williams said he was unsure, but would soon find out. Mr. Williams explained he would let the Commission members know prior to the Budget Sub-committee the following week.

2022 Annual Report

Mr. Williams stated the 2022 Annual Report was included within each Commission member's monthly meeting packet. It encompassed the entirety of the Commission's achievements throughout 2022. Mr. Williams mentioned the Commission had provided \$200,000.00 in re-grant awards for Arts organizations spread out across 2022 with the return of the Friends of India Society, as well. Mr. Williams explained the Commission was able to re-grant \$43,286.00 to 10 History non-profits, as well. He briefly mentioned Artists Day In Maurice River, three seasonal Plein Air competitions, Kite & Color Festival, the Puerto Rican Festival, the Obon & Cherry Blossom Festivals, and the annual Teen Arts Festival.

Mr. Williams said the next Teen Arts—a long-standing joint venture between Cumberland & Cape May Counties—would be taking place on April 4, 2023 in Millville at The Levoy Theatre. Mr. Williams mentioned The Sounds of Cumberland County 2022 music compilation and said CD's would be available to patrons and members of the general public at upcoming events. Mr. Williams thanked Messrs. Horowitz & Mugwanya for their work on the project. Mr. Williams added staff hoped to do another compilation in 2023 and would like to expand the programming further. Mr. Pisarski said he thought it was great to build a rapport with the musicians within Cumberland County. Commissioner Lods agreed and even suggested hosting a Cumberland County Music Festival or free concert.

Mr. Williams said, regarding the Commission's social media presence, everything had been merged in together to ExploreCumberlandNJ.com and they currently had 3,165 Likes on Facebook. Staff were actively working with Joyce Media to do a rehabilitation of the ExploreCumberland site combined with the CumberlandNJArt.org website into one cohesive website that would encompass Culture & Heritage, Recreation, and Tourism. Mr. Williams said the website revamp was expected to launch in March 2023 and soon after, staff would do a big marketing blitz across social media to try to help get the number of interactions/page visits up. Mr. Pisarski said the ExploreCumberland site would capture anything that was of or relating to "quality of life" in Cumberland County: Tourism, Recreation, Arts, History, and Culture all in one place online. Mr. Pisarski thanked Ms. Riviera for upkeeping the online Calendar of Events, which he said looked fantastic and would be seamlessly integrated into the new site, as well.

Discussion of Ideas for Co-promotional Programming with The Cumberland Mall

Mr. Williams explained within the meeting packet, was a one-sheet list of Miscellaneous Ideas for co-promotional programming with The Cumberland Mall. Mr. Williams said such programming would/could involve the Commission, Departmental staff, 4-H staff, and the youth. He stated these were ideas the Mall had provided, but asked for suggestions from those in attendance or anyone else from the Commission. Mr. Williams added staff would soon have a meeting with the Mall's marketing director to discuss upcoming co-promotional programming for 2023. Mr. Dragotta suggested getting some of the musicians who appeared on The Sounds of Cumberland County 2022 compilation to perform a showcase at the Mall. Mr. Pisarski mentioned one potential idea that had been tossed around: to include the 4-H Bunny Club and a bunny-led obstacle course/race event along with the Easter Bunny's appearance for photos.

Discussion of 2023 Eagle Festival

Mr. Pisarski explained this year's annual Eagle Festival (also known as "Eagle Fest") would be held on Saturday, February 4, 2023 at The Mauricetown Fire Hall from 8-4:00 p.m. Departmental staff would be in attendance with a Tourism booth, along with Clay College, who would facilitate a kids' activity table. He said staff was looking for volunteers from the Commission to help Ms. Sandro and her staff at Clay College out for shift coverage. Mr. Pisarski asked interested parties to, please, email himself or Mr. Williams with their availability. It was the first time in a few years since the start of the COVID-19 Pandemic staff would be able to hold a fully in-person Eagle Fest event. Mr. Pisarski stated there would be a variety of trail walks, speaker presentations, vendors, exhibitors, merchants, viewing sites, etc. planned throughout the day across the Bayshore Region. Additionally, East Point Lighthouse and The Bayshore Center at Bivalve would have their own concurrent, yet individual programming, as well. Mr. Horowitz added this would be the first event at which The Sounds of Cumberland County 2022 CD's would be available to the general public.

C&H Commissioner Reports

Mr. Pisarski explained to Commissioner Lods that every year, the names of the selected re-grantees were put into a "hat" and drawn. He said each Commission member would then be assigned a certain number of re-grantees, which they would do their best to liaison with and provide updates to one another on a monthly basis. Mr. Williams added, following the meeting, he would provide Commissioner Lods with a list of the newest re-grantees for her perusal. Mr. Williams said there were 10 new History and 27 Arts organizations spread out across the seven Cultural & Heritage Commission members, with each being held responsible for five re-grantees.

County Commissioner Liaison Reports

Commissioner Lods, while noting she had only yet been to one real County Commissioners meeting, said everything, so far, had been great and she was very happy to now be part of the Culture & Heritage Commission. Commissioner Lods said another new Commissioner was added the week prior, as Commissioner John Capizola, Jr. had joined the Board of County Commissioners. She was excited both the regular meetings and work sessions would be broadcasted to the public online and on their televisions, as well. Commissioner Lods said there

were many great things boards, like the Cultural & Heritage Commission, were responsible for that most people did not know about, so she was happy to help spread the word out.

Planning Department Update

Mr. Pisarski said another Departmental board was separately working with the Cumberland Mall to create a County-wide farmers market running from May through October. It would have indoor vendor space for in-County farmers inside the Mall at a dedicated storefront. Mr. Pisarski said this project had come about through the United States Department of Agriculture (USDA) Specialty Crop Marketing Grant the County had received in 2022. Commissioner Lods asked what constituted a “farmer” and Mr. Pisarski explained it would have to be a commercial farm operation meeting commercial farm eligibility for State Farm Assessment with a small nominal fee for participation. Mr. Pisarski said the farmers market would be open every Saturday and maybe on Sundays, as well. Staff would reach out to local farmers and participants within the Farmland Preservation program. It would be open from about 10:00am to 5 pm. Ms. Lods added they would not be holding the Millville Farmers Market anymore.

Adjourn

With no Public Comment(s), Other Old/New Business, or Correspondence to tend to, Mr. Dragotta asked for one final motion: a motion to adjourn the January 26, 2023 Cultural & Heritage Commission meeting. A motion to adjourn the January 26, 2023 Cultural & Heritage meeting was made by Ms. Merighi, seconded by Ms. Lods, and passed unanimously by the Commission. Mr. Williams, again, thanked everyone for their continued attendance, wished them a great month, and said he would see them all in February.