

CUMBERLAND COUNTY CULTURAL AND HERITAGE COMMISSION MINUTES

April 21, 2009
3:30 pm

Freeholder meeting room in Bridgeton, NJ 08302

The regular meeting of the Cumberland County Cultural and Heritage Commission was held on Tuesday, April 21, 2009 at 3:30 PM., in the Freeholder Meeting room in Bridgeton, New Jersey.

Present: Roy Kaneshiki
Patricia Gale
Suzanne Merighi
Marianne Lods
Jean Jones
Flavia Alaya
Penny Watson

Matthew Pisarski, Principal Planner
Kim McCann, Recording Secretary
Freeholder James Dunkins

Special Guests: Lisa Jester – Millville Army
Airfield Museum

Approval of Minutes – March 17, 2009

A motion to approve the minutes from March 17, 2009 with corrections was made by Patricia Gale. The motion was seconded by Roy Kaneshiki and passed unanimously.

Newsletter RFQ – Contract Award – Results of Survey

Mr. Pisarski provided a handout to the Commission with the results of the Newsletter RFQ. Mr. Pisarski stated he received four quotes; Carol Smith of Prestige Publications, The Jewish Federation of Cumberland County, Lee Tofanelli and Associates, Inc. and Wyble Advertising. Mr. Pisarski indicated the second page of the RFQ's asked for two options: Option A, being the issuance of three editions, ten pages, color front and back, black and white center with a calendar of events, as a PDF plus one thousand printed copies; Option B for PDF documents only of the same three editions.

Marianne Lods asked what amount was set aside in the budget for the

newsletter. Mr. Pisarski stated the amount was \$5,000.00. Ms. Lods also asked about the results of the survey of newsletter recipients. Mr. Pisarski noted the due date of the survey was extended until May 1, 2009. To date the response rate is approximately twenty-five percent with the results being ninety to ninety-five percent in favor of the e-mail version. The Commission discussed the different quotes and what each of them was going to provide.

Ms. Lods stated the first two quotes are very close and the Commission has worked with Carol Smith in the past and has been very happy with her work.

A motion to accept the proposal from Carol Smith of Prestige Publications was made by Jean Jones. The motion was seconded by Penny Watson and passed unanimously.

Encore Awards

Mr. Pisarski congratulated Lisa Jester and the Millville Army Airfield Museum. Ms. Jester thanked the Commission. The event will take place on Monday, May 18, 2009, at the Bally's Resort in Atlantic City, with a cocktail reception at 5:30 and dinner at 6:00 p.m. Mr. Pisarski noted he has booked a table for ten and offered Millville Army Airfield Museum three complimentary seats. Marianne Lods noted Allison Corson will be attending and noted if they needed to they could sit at another table. Suzanne Merighi stated she would not be sitting at the Commission's table this year, but would be sitting at WheatonArts table because her husband is a recipient this year.

Special Request – Millville Army Airfield Museum for Fluff Festival

Lisa Jester, representative for the Millville Army Airfield Museum, presented a request for special funding for the Fluff Festival at the New Jersey Motorsports Park. The festival is going to be geared as a community event and is in the planning stages and is scheduled for May 30, 2009. There will be vendors and spaces for organizations to set up displays and some type of performance, possibly Wheaton Glass Blowers. There will be a parade through downtown Millville the evening before. Mr. Pisarski said it is referred to as the Fluff Festival because it highlights marshmallow fluff which is a Cumberland County invention and is still produced in the county. Pearl Giordano from Limpert Brothers is spearheading this effort and it is their one-hundredth anniversary. The Commission's and the Airfield Museum's role is to help with coordination of the cultural components and we have been asked to provide a \$1,000.00 to offset some of that cost due to the fact that the event was a last minute decision.

Suzanne Merighi asked Ms. Jester what some of the cultural components would be. Ms. Jester replied the glassblowers from WheatonArts will be getting paid to do their demonstrations and she is also going to be contacting the Navy to see if they could tow their C47 nose to the New Jersey Motorsports Park. Ms. Jester

stated they would also like to display information on the history of the Airfield Museum at the event. They would also like to purchase a board that is flexible to take to future events to display the information. The Limpert Brothers will be the ones displaying the information for the fluff, by talking about their history and they are also promoting recipe contests and ice cream contests along with a display booth. The Limpert Brothers are reaching out to numerous businesses throughout the county to get many components with many different non-profits involved to participate. All of the non-profits in the county are being asked to bring a booth to the event and the vintage racers will be involved.

Ms. Jester noted she does not have the costs broken into different components as this request was just brought to her last week. She said she will need to work with WheatonArts and the racetrack to get all of the costs associated with this event. The Commission thanked Ms. Jester for her presentation and Mr. Pisarski stated he would contact her.

Teen Arts Festival – May 1, 2009

Mr. Pisarski noted the Teen Arts Festival is scheduled for Friday May 1, 2009. The reception was held on Third Friday, April 17, 2009 and the event went very well. Mr. Pisarski stated Carol Nagao was present the entire evening, as was Marianne Lods. Ms. Lods said there were a lot of families who attended.

Mr. Pisarski said there are one hundred fifty-nine students signed up for Teen Arts which is about twenty less than last year's participation. School participation is down due to a conflict with state testing dates. The schools participating are: Millville Memorial and Senior High, Bridgeton High School, Sacred Heart, Home School Academy, and Hopewell. Ms. Gale noted the reason Vineland schools are not participating is the administrators said there would be no field trips allowed and the only way they could attend a field trip is if the schools were to raise the money for the busing.

Mr. Pisarski mentioned he has been doing some comparative research for the surrounding counties in order to put some charts together after the event to discuss how this event is moving forward. Gloucester and Cape May County do not provide a Teen Arts Festival. Atlantic and Salem County do. Salem County provides a re-grant to a cultural non-profit to facilitate the event. Atlantic County's Teen Arts Festival is the sole project they work on other than their re-grant program and they have over seventeen hundred students participate. Atlantic County charges thirty-five dollars per bus load and they hold it at Stockton College.

Commission Appointment

Mr. Pisarski said that at the last Freeholders meeting Ella Boykin was nominated for the Commission and the Freeholders would formalize it at the next meeting.

Suzanne Merighi asked Mr. Pisarski if Freeholder Dunkins would be attending the Cultural and Heritage meetings. Mr. Pisarski replied that he would contact Mr. Dunkins again and ask that he attend the meetings and would copy the Director as well. He would also speak to Kim Wood and let her know that we have not had a Freeholder to date attend a meeting. Jean Jones asked what the possibility would be to have a Freeholder Alternate. Mr. Pisarski stated he would make every effort that a Freeholder attends next month's meeting. [Note: Freeholder Dunkins arrived later in the meeting.]

Other Old/New Business

Ms. Gale mentioned that Saturday, April 25, 2009, is the Upper Deerfield Township Festival from 10:00 to 4:00 and the complete schedule is on the Township's website. On Wednesday, April 22, 2009, at the County Library there is a talk on the author of the fictional book: "The Titanic: The Untold Story."

Mr. Pisarski provided a handout of a concept from the Wharton Social Impact Corps. Mr. Pisarski was approached by Nancy Moses last week. Ms. Moses was contacted by the Wharton School at Penn to facilitate a new social impact internship over the summer. The intent is to assign teams of MBA students to non-profit organizations in the Delaware Valley to work on business components. They were selecting five to eight organizations to include in the pilot year and Ms. Moses wanted to make sure that the Commission was included. Some of the other organizations included are Reading Terminal Market, Philabundance and Pennsylvania Hospital. The students chosen will be at the facility four days a week for eight weeks. Mr. Pisarski noted there was a forty-eight hour window to make a decision on what organization would be selected and it was decided to select Bayshore Discovery Project. They are going through facility rehabilitation at their shipping sheds and have gone through the Building Arts Participation, which is the groundwork for the program [?].

Mr. Pisarski said he spoke to Megan Wren and she was extremely excited with the opportunity. The Wharton School requests that host organizations make a \$2,500.00 donation to the Dean's Discretionary Fund, plus there would be travel expenses which would be less than \$500.00 for the students. The Commission discussed a suggestion that it cover that expense. Mr. Pisarski noted there is \$5,000.00 set-aside in contingency, not yet assigned to anything, which might be used for this expense. There is also \$2,000.00 set-aside for special requests. This is a pilot initiative this year from Wharton. Ms. Gale noted that the amount for traveling could exceed \$500.00, going back and forth from Philadelphia four days a week. Mr. Pisarski said he would check with Nancy Moses to see exactly

what type of transportation they would be using. The Commission discussed the amount to award for this project.

A motion to award \$1,500.00 [to Bayshore?] for the Wharton Social Impact Corp. was made by Penny Watson. The motion was seconded by Roy Kaneshiki and passed unanimously. Although the Commission will underwrite the full expense, it was decided to approach the Bayshore Discovery Project for a contributor. [Sorry, this is unclear to me. The \$1500 did not cover the full expense.]

The Commission discussed the special request of the Millville Army Airfield Museum. Flavia Alaya made a motion to approve their special request to the amount of \$500.00. Patricia Gale seconded the motion and it was passed unanimously.

Patricia Gale mentioned the play of Esther Turner Rob. The play is on May 7, 2009, the event is free, and she has extra tickets if anyone is interested in attending.

Freeholder James Dunkins arrived and introduced himself to the Commission. The Commission members welcomed Freeholder Dunkins. Freeholder Dunkins described his background and experience in the arts; he also noted he is a published poet. He described his family and work experience, and indicated his enthusiasm for working with the Commission.

Correspondence

Adjournment

There being no further business a motion was made to adjourn the meeting by Suzanne Merighi. The motion was seconded by Roy Kaneshiki and unanimously carried.

The next regular meeting of the Cumberland County Cultural and Heritage Commission will be held on Tuesday, May 19, 2009 in the Freeholder Meeting Room in Bridgeton, New Jersey.