

**CUMBERLAND COUNTY CULTURAL AND HERITAGE
COMMISSION MINUTES**

April 23, 2013

The regular meeting of the Cumberland County Cultural and Heritage Commission was held on Tuesday, April 23, 2013 at 3:30 PM., in the freeholder conference room in Bridgeton, New Jersey.

Present:	Suzanne Merighi	Ella Boykin
	Roy Kaneshiki	Penny Watson
	Marianne Lods	John Garrison
	Merle Silver	Freeholder Kirstein

Matthew Pisarski, Principal Planner
Jennifer Morgan, Recording Secretary

Guest: Kim Gauntt, Cumberland County Recreation & Tourism
James Watson, Economic Development Director

Approval of Minutes – March 26, 2013

A motion was made to approve the minutes from March 26, 2013 by Roy Kaneshiki. The motion was seconded by Suzanne Merighi and passed unanimously. Marianne Lods abstained.

Matthew Pisarski introduced James Watson, Cumberland County Economic Development Director. Mr. Watson said he heard many good things about the commission.

Newsletter Services Contract (April 2013 – March 2014)

Carol Smith with Prestige Publications supplied a quote of \$4,100 for 12 issues. Mr. Pisarski said he would like to keep Prestige Publications for the newsletter, but if any of the Commission members have any concerns to please let him know. Penny Watson asked if it is the same price as last year. Mr. Pisarski responded that the price went up \$100. A motion was made to approve the quote from Prestige Publications by John Garrison. The motion was seconded by Marianne Lods and passed unanimously. Mr. Pisarski indicated that the amount of the contract does not require multiple bids and reminded the Commission that a few years ago the Commission went out for quotes and all except Prestige Publications' were way over budget.

Senior's Month – Bay – Atlantic Concert – Saturday, May 4th – CCC

The Commission purchased 50 tickets from Bay Atlantic Symphony and donated them to Office on Aging. Office on Aging gives them out free of charge for Senior's Month. Paul Herron from Bay Atlantic Symphony called Mr. Pisarski and thanked the Commission for the support.

Mr. Garrison said on June 15th Bay Atlantic Symphony will be having an Oyster Fest.

2013 Encore Awards – Wednesday, May 22, 2013 – 6pm – Landis Theater

When Mr. Pisarski reached out to Patt Gale regarding her receiving the Encore Award Ms. Gale suggested Mark Melamed. Ms. Gale reached out to Mr. Melamed and he said he would like to receive the award but did not give a definite answer. Mr. Pisarski sent Mr. Melamed an email

asking for a definitive answer. Ms. Gale said Mr. Melamed is ill and if he cannot attend she will accept the award for him. The Commission members received an invitation in their packets to the Encore Awards. The Commission will purchase two tickets for Mr. Melamed and a guest. Commission members can purchase tickets for \$75. Mr. Pisarski asked for members to make their check out to the County of Cumberland so it can be put into the trust account and the seats will be paid through the operating account. Mr. Pisarski explained the Encore Awards to Mr. Watson and Merle Silver.

Commission Budget – 1st Quarter Review

Commission members received a copy of the first quarter review in their packets. Mr. Pisarski said the spread sheet reflects checks disbursed to date rather than funds encumbered.

Long Range Plan Focus Group Discussion

Mr. Pisarski said the next step in the Long Range Plan is to come up with two focus groups. Mr. Pisarski spoke to Nancy Moses regarding the focus groups and she sent Mr. Pisarski an email with suggestions, which is in Commission member's packets. The original two focus groups were proposed to be a donor forum of business leaders and leaders of ethnically based cultural nonprofits. After gathering information from the retreat the focus groups have been revised, keeping the donor forum but amending the second group to emphasize leaders, board members and administrators from large cultural organizations. It was felt that a concentration on building a cultural sector within the county should emphasize anchor cultural entities throughout the county. Ms. Watson wondered if these anchor organizations would be interested in more collaboration. Mr. Pisarski said we would get them together in the focus group and determine the level of interest. Nancy Moses and Rachel Dukeman would lead the focus groups and they would be done in one day with two sessions, one for the business leaders and one for the cultural leaders. Mr. Pisarski said Ms. Merighi and Ms. Moses are working together regarding the donor forum. Ms. Merighi said they are exploring what donor groups or foundations are available who can help support the arts and what they are looking for in terms of requests. Ms. Silver questioned the short term mission statement from the previous long range plan, asking if we are attempting to attract just arts and culture or to get people to come to our area more generally. Mr. Pisarski commented that in the last long range it did have an economic development/tourism component. Mr. Pisarski said the Commission is trying to create destination locations for cultural programming. Ms. Silver suggested getting sports related organizations involved. Mr. Watson asked how the Commission distinguishes between tourism events and cultural events. Mr. Pisarski said Kim Gauntt attends the Commission meetings and Mr. Pisarski attends the tourism meetings so they can cross promote. Mr. Pisarski said he would ask Ms. Gauntt to speak to the recreation commission about getting involved and getting them to speak to different sport organizations. Freeholder Kirstein commented that on the Freeholder agenda is a resolution supporting the Bayshore Heritage Byway Corridor Management Plan. Mr. Pisarski said the byway project can be included in the discussion in the long range plan. Mr. Pisarski indicated that cross-promotion can be done between the byway project and the South Jersey Time Traveler podcast project. Mr. Pisarski asked Commission members to provide him with names of people they would like to invite to the focus groups.

Liaison Reports

Ms. Silver reached out to her liaison groups but has not heard back from them. Mr. Pisarski asked her to reach out to them again and copy him on the email.

Mr. Kaneshiki said Second Friday at Bayshore was slow. Save the Library had a fundraiser, Brats and Books. Ms. Watson said 180 people were served.

Ms. Lods told the Commission that there is a film crew commissioned by New Jersey State Council on the Arts and Art Pride that went to three Cumberland County locations for footage. The film is being produced for NJTV. The Vineland Regional Dance Company will have their annual fashion show fundraiser April 24th. May 4th is RRCA's annual gala. Mr. Pisarski asked Ms. Lods for information on the gala so it can be added to the newsletter.

Ms. Silver thanked Mr. Pisarski for putting the Manders art show in the newsletter.

Mr. Garrison said we need a cultural sector, and Mr. Watson asked him to explain in more detail how he envisions a robust cultural sector. Mr. Garrison commented that a cultural sector would be more collaborative and more unified in its programming than currently exists.

Ms. Lods said when working on the long range plan the Commission needs to work on numbers for return on investment from the tourism sector. Mr. Pisarski said during the Cultural & Heritage retreat they were informed the numbers are out there and that they just have to be collated.

Mr. Watson said the county is working with DEP to try and get funding to fix up the bayshore. Mr. Watson commented they are putting together numbers to show loss of jobs by not replacing bulkheads, docks etc.

Tourism Advisory Council Comments – Kimberly Gauntt

Tourism will have a 15 second video ad at Atlantic City Airport starting May 24th, the contract lasts for a year. Ms. Gauntt can change the ad every month. Ms. Boykin asked who manages the content of the ad, and Ms. Gauntt said she has final say on the content. A FAM tour will be held September 25th with Vineland and Millville being this year's focus. Ms. Gauntt explained the FAM tour to Mr. Watson. Mr. Watson asked about putting tour packages together. Ms. Lods said some people do work with tour/bus operators but it is still low key. The 32nd Annual Fishing Derby will be held May 5th.

Other Old/New Business

Mr. Kaneshiki asked for an update regarding Dallas Landing. Mr. Pisarski said more budget information was requested by the National Park Service, which he feels is a good sign, but nothing definitive has been announced.

Correspondence

Adjourn

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

The next regular meeting of the Cumberland County Cultural and Heritage Commission will be held on Tuesday, June 25, 2013 in the Freeholder Meeting Room in Bridgeton, New Jersey.