

**CUMBERLAND COUNTY CULTURAL AND HERITAGE
COMMISSION MINUTES**

August 26, 2014

The regular meeting of the Cumberland County Cultural and Heritage Commission was held on Tuesday, August 26, 2014 at 3:30 PM., in the Freeholder conference room in Bridgeton, New Jersey.

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

Matthew Pisarski, Principal Planner
Jennifer Morgan, Recording Secretary

Guest: Kimberly Gauntt, Cumberland County Tourism & Recreation
Jake Hartigan, BC Technologies
Kevin Weaver, BC Technologies

Approval of Minutes – July 22, 2014

A motion was made to approve the minutes from July 22, 2014 by Mr. Kaneshiki. The motion was seconded by Ms. Ms. Moreno and passed unanimously.

Presentation by BC Technologies on Commission Web Presence

Mr. Pisarski said 2014 is a social media year for the Commission, as the Commission is trying to revamp the Commission web presence and connectivity. A Facebook page and Twitter account have been set up. Commission would like BC Technologies to reinvent the Cultural & Heritage website. Loaded Media is currently the administrator of the Commission's website. Jake Hartigan and Kevin Weaver gave some back ground information on their education and their job at BC Technologies. Mr. Pisarski wants the Facebook post and Tweets to be seen on the Commissions website. Mr. Hartigan and Mr. Weaver went thru the BC Technologies website to show the Commission how their website works. With a new website design the page will adjust to the size of the device the person is using, known as responsive design. BC Technologies will give Mr. Pisarski the ability to add pictures and make updates to the website. Mr. Pisarski said the Commission has two websites, www.ccculturalheritage.org and www.cumberlandhistorical.org. Mr. Weaver said there are several options to connect the pages together. Mr. Pisarski asked about the pricing to do the website. Mr. Hartigan commented that BC Technologies will go by the old website and give an estimated cost. Mr. Pisarski said being a government entity depending on where cost comes in a bidding process might have to take place. Ms. Watson asked if the Commission will be able to give suggestions on the web design of the pages. Mr. Weaver asked the Commission to send him some suggestions on what the Commission is looking for regarding web design. Mr. Weaver said they will put some designs together and sit down with the Commission and review them. Ms. Gauntt would like to meet with BC Technologies for a Cumberland County Tourism website. The Commission thanked BC Technologies for their presentation.

The Commission was happy with BC Technologies. The cost to do the website would come from the Commission's line item. If the project is over \$5,400 bids have to be done. The award would be based on price and other factors. Mr. Pisarski thinks the project will cost \$10,000 - \$12,000. After paying for the creation of the website there would be a monthly service fee. Ms. Silver asked how many hits the website currently gets, the past year was estimated at 1,400 individual site visits.

Grant Writing Workshop Recap

Mr. Pisarski commented that the workshop had a great turn out, 28 preregistered with 38 in attendance. Mr. Pisarski gave a presentation on the 2015 revised application. Rachel Dukeman gave a presentation on collecting audience demographic data. Ms. Merighi asked if the attendees welcomed the 2015 changes, Mr. Pisarski said they were very pleased. Ms. Merighi questioned why attendance was up at workshop, Mr. Pisarski said it was marketed in the press and a flyer was sent out. Mr. Pisarski live tweeted from the workshop. Juan Rodriguez attended the workshop and he has come up with a new concept that the Commission should be able to fund.

Cohansey RiverFest Plein Air Competition Recap – Reception Friday, September 5th

Mr. Pisarski said 31 artists preregistered for the competition with 36 works of art presented. The reception will be held September 5th at Gallery 50 at 6pm. The Commission will provide some of the food for the reception. Most of the artists were from out of the area. Ms. Moreno asked who judges the competition, and Mr. Pisarski responded that Glenn Rudderow does the judging. Artists throughout the day posted pictures on their Facebook pages.

Millville Historical Society Website Funding Assistance Request

The Millville Historical Society (MHS) is requesting \$740 to help with the cost of their website. Mr. Pisarski said funding from the Historical Commission has decreased. Mr. Pisarski has spoken to them and said funding needs to be increased. Mr. Pisarski commented that all the organizations that the Commission funded this year had websites except MHS. Mr. Pisarski reached out to Walter Wood from MHS and asked why they did not have a website and what their plans are. Mr. Wood said they do not have the money to implement a website. MHS did not apply for marketing funds. Mr. Pisarski suggested starting a pilot program to assist with funding a social media web presence grant. Ms. Moreno thinks that after the Public Relations Workshop organizations will realize how important social media is. Mr. Pisarski said a limit could be set on the number of organizations that receive funds. Ms. Lods said MHS does have a Facebook page. Ms. Merighi said majority of the web search engines that are mentioned on the MHS proposal are outdated. Mr. Pisarski said the Commission could contract with a company like BC Technologies and come up with a pricing program for services. The regrantees then would be told the grants could be used for so many hours of BC Technologies or SNJ Today staff time. Mr. Pisarski will contact BC Technologies and SNJ Today to see if they are interested in participating. Mr. Pisarski will contact Mr. Wood and let him know the Commission will not be funding MHS proposal but the Commission will be working on a potential new mini grant for social media.

21st Century Public Relations Workshop – September, 2014

The workshop will take place in September, Mr. Pisarski said it will take place on the 17th or 18th at 6pm. It will be held at the SNJ Today offices.

Artists' Day in Mauricetown – Saturday, September 13, 2014

Mr. Pisarski said Mauricetown Historical Society is doing a great job, they have vendors and food lined up.

Battle of Dallas' Landing Project Update

The Freeholders will vote tonight to award the contract to Hunter Research. The plan is to have a conference call with Hunter Research and National Park Service in September. An outreach meeting will be scheduled for October, and Mr. Pisarski is looking for a venue site.

Liaison Reports

Ms. Silver gave an update about events at the Levoy Theatre and Cumberland County Library. Artists Day will be held September 13th in Mauricetown.

Mr. Garrison spoke to John Boykin, Camp Director for Vision of Hope. They held a six week camp. Their main event was held August 1st at Cumberland County College. Mr. Pisarski said he spoke to Ms. Boykin about making the event bigger next year due to its being successful.

Ms. Lods said September 27th will be the Annual Aviation Show at Millville Army Air Field Museum. The Off Broad Street Players performed the King & I.

Mr. Kaneshiki said Clay College has a kids display. Mr. Kaneshiki attended the Cumberland County Positive Youth Development Coalition; their goal is to prevent youth in Cumberland County from engaging in risky and delinquent behavior. The Commission's long term purpose in the Coalition is to use art to encourage at risk youth to head in a better direction.

Ms. Merighi and Mr. Pisarski attended the Puerto Rican Festival, the Commission was recognized and received an award from the festival committee.

Mr. Pisarski attended an event at Cumberland County Library they had a re-enactor portray Bessie Coleman. Mr. Pisarski said refreshments at events need to be addressed with the library.

Tourism Advisory Council Comments – Kimberly Gauntt

Ms. Gauntt said the next meeting will be September 16th at the Ashley McCormick Center in Bridgeton. The Tourism Council is working on finding a grant for new "Welcome to Cumberland County" signage. Ms. Gauntt said Cumberland County will be receiving more funding from Southern Shore Region Destination Marketing Organization. Ms. Lods asked if she heard anything from Travel and Tourism regarding grants, Ms. Gauntt has not heard anything. Ms. Boykin asked if anyone has talked to Ms. Gauntt about signage for Gouldtown, Ms. Gauntt said no one has approached her.

Other Old/New Business**Correspondence****Adjourn**

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

The next regular meeting of the Cumberland County Cultural and Heritage Commission will be held on Tuesday, September 23, 2014 in the Freeholder Meeting Room in Bridgeton, New Jersey.