

**CUMBERLAND COUNTY CULTURAL AND HERITAGE
COMMISSION MINUTES**

February 25, 2014

The regular meeting of the Cumberland County Cultural and Heritage Commission was held on Tuesday, February 25, 2014 at 3:30 PM., in the Freeholder conference room in Bridgeton, New Jersey.

Present: Suzanne Merighi, Chairman
Penny Watson, Vice-Chairman
Roy Kaneshiki, Treasurer
Ella Boykin (After Roll Call)
Maria Cerda-Moreno

Freeholder Liaison: Freeholder Thomas Sheppard

Staff: Matthew Pisarski, Principal Planner
De'Ann James-Burger, Recording Secretary

Guest(s): Kimberly Gauntt, C.C. Recreation & Tourism

Suzanne Merighi welcomed and thanked everyone for attending. A quorum was not present at time of Roll Call, Ella Boykin arrived after Roll Call and a quorum was present.

Approval of Minutes – January 28, 2014

A motion was made to approve the minutes from January 28, 2014 by Roy Kaneshiki. The motion was seconded by Ella Boykin and passed unanimously.

2014 SSRDMO Tourism/Marketing Re-grant Discussion and Recommendations

Matthew Pisarski informed the CCC & H Members that the 2014 SSRDMO Tourism/Marketing Re-grant Recommendations are in the member's packet. There are a total of 13 applications this year, 3 more applications than in 2013. The CCC & H received \$16,500 in funds for the 2014 SSRDMO grant, applicants maximum request amount was \$3,000 for 2014. Mr. Pisarski noted that on the hand out in the column titled 2014 Request, the top number is the amount requested for 2014 and the bottom number is the amount requested for 2013. Mr. Pisarski asked the commission to make recommendations at this meeting then we can send our recommendations to the Tourism Advisory Council (TAC) for their approval then onto the Board of Chosen Freeholders for their approval. There was discussion among the commission about the applicants; Mr. Pisarski noted that it looks like the applicants can be broken down into two tiers. Tier one being the organizations that are attended by a larger more regional attendance and Tier two being organizations that are attended by a smaller more localized attendance. There looks to be 7 organizations that could be classified as Tier one and 6 organizations that could be classified as

Tier two. The board came to a mutual agreement on what organizations would be classified as Tier one and Tier Two. The following organizations are classified at Tier one; Bayshore Center at Bivalve, Bridgeton Main Street Association, Deerfield Harvest Festival, El Festival Puertorriqueno, Levoy Theatre, Main Street Vineland and Millville Development Corporation. The following organizations are classified at Tier two; Boys & Girls Club of Vineland, Cumberland Players, Elwyn New Jersey, Nanticoke Lenni-Lenape Indians, Vineland African-American CDC, And Vineland Regional Dance Company. Chairman Suzanne Merighi asked if there was any special event/program that the commission would want to market for 2014. Matthew Pisarski stated the he would like to see the commission do more marketing/advertising for Artist Day, the commission could possibly have yard signs and brochures done for the event. After lengthy discussion the board decided to grant the 7 organizations on Tier one \$1,500 per organization, the 6 organizations on Tier two will receive \$750 per organization for a total of \$15,000. The remaining \$1,500 will be split equally between the CCC & H Commission and the TAC, each receiving a total \$750.

A motion was made to approve Tier one organizations to receive \$1,500, Tier two organizations to receive \$750, CCC & H Commission to receive \$750 and TAC to receive \$750 by Roy Kaneshiki. It was seconded by Penny Watson and passed unanimously.

Dallas' Landing Steering Committee Discussion and Selection

Matthew Pisarski informed the commission that the Dallas' Landing project has become an extensive process. Mr. Pisarski noted that it would be helpful to him to have a Dallas' Landing Steering Committee. Penny Watson stated that she would like to serve on the Dallas' Landing Steering Committee. Mr. Pisarski noted that he thought we should ask the Mayors of Maurice River Township and Commercial Township to each select a representative to serve on this committee. Freeholder Thomas Sheppard also recommended having Dominic Capaldi, serve on this committee as well. There was discussion among the commission about the Dallas' Landing project and when the Dallas' Landing Steering Committee should start.

A motion to approve having a Dallas' Landing Steering Committee was made by Roy Kaneshiki. It was seconded by Ella Boykin and passed unanimously.

By-Laws Discussion

Mr. Pisarski noted that there is a copy of the Commission's old By-Laws and the new By-Laws in the commission packets. The commission members reviewed all the changes from the old By-Laws to the new By-Laws. Matthew Pisarski informed the Commission that he would like for Theodore Baker, County Counsel to review the new By-Laws and then bring them back to the March CCC & H Meeting for the Commission to pass.

2014 Winter Eagle Festival Recap

Chairman Merighi noted that the 2014 Winter Eagle Festival was a success. Mr. Pisarski informed the commission that the attendance number was up this year and the numbers threw everyone off this year. Last year we had a lot of left over brochures and this year we ran out of brochures. The walks were all well attended and environmentalists are concerned that we are getting too many people attending the walks. Ella Boykin stated that the press coverage was excellent. The Eagle Festival Committee is meeting next week to recap and discuss next year's event. Mr. Pisarski apprised the commission that the event has become such a well-attended and successful event that it is starting to become a burden on the staff, we may need to reorganize and get some of the sponsors to do some more of the work that is involved prior to the event. Freeholder Thomas Sheppard noted that people came from a distance to attend this event. Chairman Suzanne Merighi asked how the event is marketed. Mr. Pisarski noted that we have an Eagle Festival email list from past attendees, we send out Save the Date cards, there is a Facebook Page and the sponsors send out information about the festival to their list of contacts as well. Chairman Merighi informed the commission that this year the Chili Festival was not held right after the Winter Eagle Festival, this year it is being held March 8, 2014 and tickets are going fast. Maria Cerda-Moreno asked if there are any other bird festivals within the county. Mr. Pisarski noted that there is a Purple Martin Festival in August that the county initiated and is now administered by Citizens United.

Liaison Reports

Chairman Suzanne Merighi noted that she has spoken with Courtenay Reece from the Bridgeton Library and they are working on their events. She also talked with the Vineland African American Community Development Corporation and they held 3 events in January in honor of Dr. Martin Luther King's Birthday. Chairman Merighi has not heard from anyone at the Festival Puertorriqueno. Chairman Merighi encourages all commission members to contact the organizations that they are liaisons for and make an effort to attend events.

Tourism Advisory Council Comments – Kimberly Gauntt

Kimberly Gauntt informed the commission that she has updated the County Brochure; there were a lot of changes and updating that needed to be done. The brochure is at the printer now being printed. Mrs. Gauntt is also working on updating the Farm Market Guide which was previously done by the Cumberland Agriculture Development Board (CADB) through a Jersey Fresh Grant. Mrs. Gauntt has already updated the Fisherman's Brochure, which was also previously done by the CADB; the Fisherman's Brochure is linked to the county website. The Tourism Advisory Council is planning a FAM tour for September 2014 focusing on the Bayshore area, the TAC did a FAM tour in the fall of 2013 focusing on Arts & Culture in Cumberland County. The New Jersey Motorsports Park just purchased land for their Field of Dreams project which consists of 4 different tracks for 2 and 4 wheelers. The next TAC meeting is scheduled for Tuesday, April 8, 2014 at the Glasstown Brewery in Millville, all CCC & H Commission member are invited to attend any of the TAC Meetings.

Other Old/New Business

Penny Watson informed the commission that the City of Bridgeton received a grant for the Bridge Keepers Building but the feds have put new regulations in effect. Now you have to have an inspector on site whenever work is being done, it is going to cost the city too much to have a full time inspector on site, the Bridge Keepers Building only needs cosmetic work.

A request was made to reach out to Congressman Frank LoBiondo's office about the Bridge Keepers project grant and new regulations.

Matthew Pisarski informed the commission that there is a resignation letter from Jean Jones in their packets. Ms. Jones has served 25 plus years on the CCC & H Commission. Last month the commission recommended Jean Jones for the Encore Award, Ms. Jones will be attending the Encore Awards. The Encore Awards will be held at the Levoy Theater on Thursday, May 29, 2014. Mr. Pisarski noted he would like to make Jean Jones an emeritus member and have the Freeholder Board do a Proclamation for her. Roy Kaneshiki recommended that the commission take Jean Jones out to lunch to honor her years of service. Mr. Pisarski noted that we now have to fill Jean Jones seat on the commission.

Correspondence

Chairman Merighi noted that there is an article from the South Jersey Times titled "Making History", the Wood Mansion added to National Register of Historic Places. Mr. Pisarski pointed that in the back of the article it notes that there are 1,641 registered places in New Jersey, including 27 sites in Cumberland County.

Adjourn

A motion was made to adjourn the meeting by Penny Watson and passed unanimously.

The next regular meeting of the Cumberland County Cultural and Heritage Commission will be held on Tuesday, March 25, 2014 in the Freeholder Meeting Room in Bridgeton, New Jersey.