

**CUMBERLAND COUNTY CULTURAL AND HERITAGE  
COMMISSION MINUTES**

**January 22, 2013**

The regular meeting of the Cumberland County Cultural and Heritage Commission was held on Tuesday, January 22, 2013 at 3:30 PM., in the freeholder conference room in Bridgeton, New Jersey.

**Present:** Suzanne Merighi                      Ella Boykin  
Roy Kaneshiki                                Penny Watson  
John Garrison                                Marianne Lods

Matthew Pisarski, Principal Planner  
Jennifer Morgan, Recording Secretary

**Guest:** Kim Gauntt, Cumberland County Recreation & Tourism  
Lori DiMatteo Fiocchi, Cumberland County Tourism Advisory Council  
Lynn Timberman, Cumberland County Tourism Advisory Council  
Denise Monaco, City of Vineland  
Merle Z. Silver

**Approval of Minutes – December 18, 2012**

A motion was made to approve the minutes from December 18, 2012 by Marianne Lods. The motion was seconded by Suzanne Merighi and passed unanimously.

Mr. Pisarski introduced members from the Tourism Advisory Council and Merle Silver who is a candidate for the Cultural and Heritage Commission.

**Special Request – New Life Alliance Association NJ – Juan Rodriguez**

Postponed until February meeting.

**Special Request – City of Vineland – Denise Monaco**

Ms. Monaco gave a presentation regarding the mural on the Carl Arthur Center. Carl Arthur was a youth activist in the City of Vineland. Ms. Monaco explained that the mural was not sealed properly and faded so that only the outline of Mr. Arthur's head remained. A resident volunteered his time and materials to re-do the mural but the Arthur family was not pleased with the results. Ms. Monaco has a quote from artist Maryann Cannon for \$1050 to refurbish and seal the painting. Penny Watson asked how much the City of Vineland is requesting. Ms. Monaco said the city is willing to match funds. A motion was made to approve \$500 for the repainting of the Carl Arthur mural by Ms. Lods. The motion was seconded by John Garrison and passed unanimously. Ella Boykin abstained.

**SSRDMO Marketing Grant Applications: Review & Recommendations**

In 2012 \$15,000 in funding was divided up and re-granted to eight organizations. In 2013 the Commission decided to make the application process competitive and open. The funding provided through the Southern Shore Regional Destination Marketing Organization (SSRDMO) must be spent on advertising and marketing exclusively. This year's award of \$16,500 was

divided between 10 applying organizations with the Cultural and Heritage Commission and the Tourism Advisory Council splitting \$1,750 of the funds for their own marketing use. The Commission and Tourism Advisory Council members present reviewed the ten applicants and recommended awards based on size and potential impact of each organization and/or event. The re-grant award recommendations were as follows:

\$750 – Off Broad Street Players, Temple Vision Corporation, Vineland African American Community Development Corporation

\$1,500 – Cohanzick Zoological Society, Landis Theater, Levoy Theater

\$2,000 – Deerfield Harvest Festival, El Festival Puertorriqueno, Main Street Vineland, Millville Development Corporation

A motion was made to approve SSRDMO funding by Ms. Watson. The motion was seconded by Roy Kaneshiki and passed unanimously. Ms. Lods abstained.

### **2012 Annual Report**

Mr. Pisarski gave an overview of the 2012 annual report that was in the Commissions packet. There was a 2% increase in the number of re-grants with an 11% decrease in request amount for funds for the arts program. The history program had a 7% increase in number of re-grants with a 19% decrease in request amount for funds. The report noted that the Encore Awards were held at Landis Theater in 2012. Mr. Garrison asked if there is any word on where they will be held in 2013 and Mr. Pisarski indicated that everyone loved the Landis and a date has been set for 2013 at the Landis but a definitive decision has not yet been made by the South Jersey Cultural Alliance. It was asked for Commission members to think of alternate historic sites regarding East Point Artist Day as the Commission voiced concern about ongoing challenges with the East Point site. Ms. Merighi suggested partnering with another organization to coincide with an existing event. There was considerable discussion of the website traffic figures for 2012 provided in the report. Mr. Pisarski said the website saw a 30% decrease in traffic in 2012, with the grants page getting the most hits and the artists directory getting the least. The Commission had several special programming dealings in 2012. The total budget for 2012 was \$158,520 with 86% of that being grant resources.

### **Battle of Dallas' Landing ABPP Grant**

Commission members received a copy of the grant application in the packets. Mr. Pisarski does not think he will get a response until June or July from the National Park Service. Congressman LoBiondo wrote a letter of support.

### **2013 Winter Eagle Festival – Saturday, February 9, 2013**

The Commission will have a children's table at the festival featuring sculpy clay. Mr. Pisarski is asking for volunteers to help out at the table.

### **Liaison Reports**

Liaison assignments were selected as follows:

Ms. Watson – The Barn Studio of Art, Cumberland Players, Landis Theater and CHABA

Ms. Boykin – Bayshore Discovery Project, Cumberland Regional High School, Levoy Theatre

and Mauricetown Historical Society

Ms. Silver – Boys & Girls Club of Vineland, Deerfield Twp. Rec., Millville Army Air Field Museum and Vineland African American CDC

Ms. Lods – Bridgeton Main Street, Festival Puertorriqueno, and Off Broad Street Players

Mr. Kaneshiki – Bridgeton Rec. Dept., Friends of Bridgeton Library and Seabrook Buddhist Temple

Ms. Merighi – City of Vineland, Gallery 50 and Temple Vision Corp.

Mr. Garrison – Cumberland County Library, Jewish Federation and Vineland Regional Dance Company

Ms. Jones – Clay College, Gateway CAP and Upper Deerfield Historical Commission

#### **Tourism Advisory Council Comments – Kimberly Gauntt**

The Tourism Council will meet February 5<sup>th</sup> at 3pm at Millville Army Air Field Museum. The meetings will be held at different locations throughout the year.

#### **Other Old/New Business**

Ms. Lods said the annual multi-cultural event will be held April 26<sup>th</sup> at the Levoy Theatre.

#### **Correspondence**

A letter from Sara Cureton, NJ Historical Commission stating the Commission did not receive the special project award for the aerial photograph project was distributed. Mr. Pisarski explained that the concerns from the review panel to the project were legitimate and that the County Department of Planning was working on other options to preserve and digitize the mylars.

The Daily Journal did a press releasing regarding the Battle of Dallas Landing application for grant funds.

The Press did an article regarding Cumberland County acting to protect Cumberland County's Liberty Bell.

A letter from Richard Grubb & Associates was distributed asking for input concerning the Abbott Creek Mitigation Bank. The Commission determined there was no need for a reponse.

Ms. Boykin attended the Dr. Martin Luther King celebration. She said it was very well attended.

Richard Bermudez submitted his resignation letter. Mr. Pisarski said the Commission needs to fill Mr. Bermudez's spot, and it was suggested to reach out to the Hispanic community in Bridgeton and Vineland.

#### **Adjourn**

A motion to adjourn the meeting was made by Mr. Kaneshiki. The motion was seconded by Ms.

Watson and passed unanimously.

The next regular meeting of the Cumberland County Cultural and Heritage Commission will be held on Tuesday, February 26, 2013 in the Freeholder Meeting Room in Bridgeton, New Jersey.