



Traveler Project; but Mr. Pisarski indicated money was already encumbered from 2013 for that purpose. Ms. Boykin asked about the Underground Railroad Project, but Mr. Pisarski responded that project is not until 2015. Ms. Watson would like to get involved in the Underground Railroad project on behalf of Greenwich. Ms. Watson commented that Megan Wren is doing a National Heritage Area and perhaps the Commission can provide funding assistance; Mr. Pisarski has spoken to her about it. Ms. Moreno asked if the podcast will be translated into Spanish and Mr. Pisarski responded that the work could occur later this year.

### **Selection of Marketing Grant Liaisons**

Commission members were supplied with a spread sheet detailing the status of current regrants. Mr. Pisarski went through the spread sheet and explained the information that was on it. Ms. Boykin would like the date that the spread sheet was printed added. Liaisons need to be picked for the marketing grants that do not receive art funding.

Ms. Merighi – Elwyn of NJ

Mr. Kaneshiki – Main Street Vineland

Ms. Lods – Millville Development Corp.

### **21<sup>st</sup> Century Public Relations Workshop Discussion**

A workshop proposal is in Commission members packets from SNJ Today. The workshop will be at their facility and facilitated by four experts in their field. Topics will be: 21<sup>st</sup> Century Public Relations, Social Media Engagement, Web Design & Search Engine Optimization and Video Messaging & Storytelling. Breakout sessions will be held also. The workshop is for regrantees and is by invitation only. Ms. Merighi suggested inviting other organizations. For 30 – 40 attendees (food will be provided) the cost is \$1,200. For an extra fee of \$650 the workshop can be videotaped for a total of \$1,850. Ms. Lods spoke highly of SNJ Today. A motion was made to approve the workshop at SNJ Today for \$1,850 by Mr. Kaneshiki. The motion was seconded by Ms. Lods and passed unanimously. The video can be up loaded to YouTube and be reused to assist other organizations.

### **Grant Writing Workshop Discussion**

A grant writing workshop needs to be held to discuss the changes to the guidelines and application, Mr. Pisarski will explain the changes. Rachel Dukeman will facilitate the audience demographic data collection portion. Ms. Dukeman's fee will be \$500. A motion was made to approve the workshop by Ms. Watson. The motion was seconded by Ms. Boykin and passed unanimously

### **Battle of Dallas' Landing Project Update**

The new approved RFP by the National Park Service (NPS) has been sent out by the Cumberland County Freeholders. The bid packages are due July 25. Ms. Watson asked if we have to use lowest bid and Mr. Pisarski responded that other factors can be considered.

### **Cohansey RiverFest Plein Air Competition – Saturday, August 23, 2014**

Advertising from Bridgeton Main Street and the Cultural & Heritage Plein Air Competition is in everyone's folder. Ms. Merighi asked if the form is online, the form can be filled out and emailed to Mr. Pisarski. Ms. Lods asked if there is an issue with vendors, Mr. Pisarski said he has not attended the meetings, so he is not sure.

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

Mr. Pisarski spoke to Carol Perelli and Mauricetown is ready to go for Artists' Day. There is room for 13 vendors.

**Liaison Reports**

Mr. Kaneshiki attended the Obon Festival. The festival gave credit over the loud speaker to the Commission.

Ms. Merighi said the Puerto Rican Festival is currently going on in Vineland, different events will be held each day. Mr. Pisarski will be going to the concert in Landis Park and the Commission will be receiving an award.

Ms. Lods said the Off Broad Street Players will be having a show case August 8-10. The following week they will be having the musical, "The King & I". Millville Army Air Field Museum will be having their Aviation Show in September.

**Tourism Advisory Council Comments – Kimberly Gauntt**

Ms. Gauntt was not in attendance.

**Other Old/New Business**

Mr. Pisarski gave everyone a sample of what Constant Contact will provide for the newsletter. Nonprofits get a 30% discount with a free design of the newsletter based on the Cultural & Heritage website. The fee for one year would be \$504 and you can send out up to 500 – 2,500 contacts. You can send out as many emails as you want every month. For the month of August Mr. Pisarski will produce the newsletter. The RFP will be just for the writing part of the newsletter. Mr. Pisarski would like to wait to release the RFP after Facebook and Twitter accounts are set up. Ms. Merighi asked how the newsletter was done in the past. Mr. Pisarski would give Carol Smith several topics and contact information and she would contact the organizations and they would give her the information. A motion was made to approve a one year contract with Constant Contact by Ms. Moreno. The motion was seconded by Mr. Kaneshiki and passed unanimously.

The Cultural & Heritage Commission has a Twitter account, @cumberlandnjart.

Mr. Pisarski put together a slide show displaying the results from the re-grant survey. Members also had a packet in their folder with the results. The response rate was 47% overall and 57% for current re-grantees.

**Correspondence**

Mr. Pisarski provided a newsletter from University of Pennsylvania regarding an exhibit at the Penn Museum on the Lenni Lenape Indians, the article speaks about the Bridgeton Lenni Lenape headquarters.

Commission packets included an article from the New York Time regarding the use of Instagram by cultural organizations.

**Adjourn**

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

The next regular meeting of the Cumberland County Cultural and Heritage Commission will be held on Tuesday, August 26, 2014 in the Freeholder Meeting Room in Bridgeton, New Jersey.