

**CUMBERLAND COUNTY CULTURAL AND HERITAGE  
COMMISSION MINUTES**

**June 25, 2013**

The regular meeting of the Cumberland County Cultural and Heritage Commission was held on Tuesday, June 28, 2013 at 3:30 PM., in the Freeholder conference room in Bridgeton, New Jersey.

<b>Present:</b>	Marianne Lods	Ella Boykin
	Roy Kaneshiki	Penny Watson
	Jean Jones	Merle Silver
	John Garrison	Freeholder Kirstein

Matthew Pisarski, Principal Planner  
Jennifer Morgan, Recording Secretary

**Guest(s):** James Watson, Economic Development Director  
Nancy Moses

**Approval of Minutes – May 28, 2013**

A motion was made to approve the minutes from April 23, 2013 by Freeholder Kirstein. The motion was seconded by Roy Kaneshiki and passed unanimously.

**Commission Long-Range Plan Status Report – Nancy Moses**

Ms. Moses gave an update on the Long Range Plan. Ms. Moses said a study tour was given to the Commission members in Philadelphia. The Commission members met with cultural and tourism leaders. The Commission members decided to have two focus groups of cultural and donor leaders. There was a great response regarding the cultural leaders but the donor forum had to be canceled. Mr. Pisarski said there was only one response to the donor forum. Ms. Moses asked why there was no response to the donor forum and asked if there was another way to get the information from the donors. Mr. Pisarski spoke with Ms. Moses and Rachel Dukeman regarding the lack of interest from the donors. The consensus opinion reached was that donors did not want to be in the same room with other donors discussing distribution of funds and also they were hesitant due to the thought they were going to be asked for money. Mr. Pisarski suggested contacting four individuals and conduct one-on-one interviews. Jody Hirata from Century Bank and Sidney Hargro from the Community Foundation were two suggestions. Mr. Pisarski will be meeting with Patrick McGrory from Ameriprise. Ms. Moses said some of the questions that need to be asked to the donors are: what criteria is used; what information are they looking for in an application; what makes for a good sponsorship; and do they give to new organizations, etc. Marianne Lods said WAWA is very hard to get funding from and Comcast has pulled back on their funding. James Watson said you need to find a relationship with someone to get into the door. Ms. Lods said Cumberland County has a lot of older people with an interest in providing a legacy. Mr. Pisarski asked if Ms. Moses should speak to financial advisors regarding donor relations in Cumberland County and methods to increase giving since they often handle considerable funds. Ella Boykin suggested talking to Sue Perry at Cumberland County College. Penny Watson suggested Trudy Hanson; she has done fundraising for many organizations. John Garrison said when we visit companies we have to make it a win-win

situation. Mr. Garrison suggested having a training session for nonprofits on how to pitch to individuals and corporations for funding. Ms. Watson said we need to show statistics on what the arts bring to the community economically. Ms. Moses proposed having a matching grant program so nonprofits will have an incentive to participate in workshops and regrants. Ms. Moses said another problem is brain drain. Mr. Pisarski said some discussions at the cultural focus group were about brain drain and the roll of tourism and marketing. The four individuals that will be interviewed by Ms. Moses and Ms. Dukeman were determined to be Sidney Hargro, Sue Perry, Trudy Hanson and Carolyn Heckman. Mr. Pisarski will speak with Patrick McGrory. Merle Silver suggested speaking to someone from Tower Hospitality (Ed Roth). Mr. Pisarski asked how Mr. Roth fits into this discussion. Ms. Lods said she doesn't think Mr. Roth realizes he is benefiting from the cultural & arts in the area. Mr. Pisarski suggested that while Mr. Roth and other tourist industry owners are important, the purpose Ms. Moses and Ms. Dukeman are meeting with interview subjects is to determine barriers to non-profit fundraising. As such, he suggested that they concentrate on the four subjects already selected. Mr. Pisarski asked Ms. Moses to email him with the findings of the interviews so the Commission can direct where additional research needs to be directed.

### **Community Development Block Grant Proposal Discussion**

Mr. Pisarski attended the Small Cities grant workshop in Trenton for Community Development Block Grant funding. The funding will go to non-entitlement communities. There is six million dollars available for New Jersey. The municipalities that are available are given a municipal distress index number and that number determines the amount of match you have to have for the grant. Cumberland County scores 56 on the scale with zero being the lowest and 400 being the highest. Mr. Pisarski said they give additional consideration for projects that use renewable energy. There is a category called Innovative Community Development under which an entity can request \$400,000. Commission members were provided with a rendering of a lamp post with solar panels, lighting and wind turbine renewable energy. Cumberland County is currently working with Triad Associates for a grant for the Juvenile Detention Center from the Small Cities program. Mr. Pisarski will have to find out if an organization can apply for multiple grants in different categories. The applications are due in September and the awards would be determined in the fall. The project has to be completed in two years with no extensions. Mr. Pisarski said the Commission would need to come up with a project that is innovative and uses renewable energy in a community or communities that have low or moderate income that would have direct impact on quality of life in those communities. Mr. Pisarski asked if the Commission would like to pursue the grant to provide renewable lighting to the communities along the bayshore. Ms. Boykin asked what it has to do with the cultural arts. Mr. Pisarski indicated the project would include interpretive signage and promote the heritage of the communities in which they are located. Additional benefits would be a potential to brand the bayshore and community safety issues related to the lighting. Ms. Silver suggested adding a cell phone hookup so people can charge their phones when power is lost. Mr. Watson asked if the communities are asking for the project. Mr. Pisarski said if the grant was awarded community outreach meetings would be held to gain the communities input. The Commission recommended application if the Freeholders authorized it as well.

### **Liaison Reports**

Mr. Garrison said Cumberland County Library will be having their 50<sup>th</sup> Anniversary Celebration July 13<sup>th</sup>. They will have entertainment, food and face paintings on the front lawn of the library. The Cumberland County Library received two grants from the Cultural & Heritage Commission;

history and cultural. The history grant will be used for actors from the American Historic Theater to come to the library four times a year. The cultural grant will be used for dancers that will entertain at the library.

Ms. Silver met two of her liaisons at the focus group, Chuck Wyble and Rose Spencer.

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

Not in attendance.

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

Ms. Watson asked if Mr. Pisarski has heard anything regarding the cell towers being built in Greenwich, and he responded he had not received anything officially, although he was aware of them. Mr. Pisarski will reach out to the State Historic Preservation Office to see if they have received any information.

Ms. Silver asked if anyone knows about the sign on Route 47 in Port Elizabeth regarding a hearing. Mr. Pisarski will ask about it.

Mr. Kaneshiki inquired about East Point Artists Day. Mr. Pisarski has not heard back from Mauricetown Historical Society.

Ms. Silver spoke to Steve Schimmel and he said there will be an International Film Fest at the Levoy Theater in the fall.

Ms. Lods asked about the Cohansey RiverFest. Mr. Pisarski said it will be held August 24<sup>th</sup>; the Commission will be sponsoring the Plein Air competition.

#### **Correspondence**

There are two newspapers articles regarding the work on the Carl Arthur mural in the packets.

The Commission members received a documentation of a structure from FEMA in their packets. The documentation was a determination from FEMA that a residential structure in Lawrence Township did not meet eligibility for listing on the State and National Registers of Historic Places. The Commission concurred with the finding.

#### **Adjourn**

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

The next regular meeting of the Cumberland County Cultural and Heritage Commission will be held on Tuesday, July 23, 2013 in the Freeholder Meeting Room in Bridgeton, New Jersey.