

**CUMBERLAND COUNTY CULTURAL AND HERITAGE
COMMISSION MINUTES**

March 27, 2012

The regular meeting of the Cumberland County Cultural and Heritage Commission was held on Tuesday, March 27, 2012 at 3:30 PM., in the freeholder conference room in Bridgeton, New Jersey.

Present: Suzanne Merighi Ella Boykin
 John Garrison Roy Kaneshiki
 Jean Jones Marianne Lods
 Patt Gale Rich Bermudez

Matthew Pisarski, Principal Planner

Guest: Kimberly Gauntt, Tourism Advisory Council
 Kimberly Wood, Deputy County Administrator
 Anthony Buono, Cumberland County Planning and Development

Approval of Minutes – February 28, 2012

A motion was made to approve the minutes from February 28, 2012 by Suzanne Merighi. The motion was seconded by Marianne Lods and passed unanimously. Patt Gale abstained.

Cumberland County Marketing Discussion – Kimberly Wood

Kimberly Wood said several years ago a marketing study was done and the freeholders asked Ms. Wood to implement the plan. When the plan was put into place the budget had funding to do the following for advertising: outdoor advertising, cable television, radio, print media and trade shows. Ms. Wood said the budget was \$300,000 with funding from the Cumberland County Improvement Authority. Ms. Wood indicated that with the downturn in the economy the Improvement Authority lost the ability to fund the marketing campaign. Ms. Wood now concentrates on partnerships for advertising opportunities and suggested cross promoting and linking everyone together. John Garrison asked if there is any data showing tourism numbers in Cumberland County. Ms. Wood responded by stating the campaign was a branding effort, and consequently did not result in quantitative demographic data. Ms. Lods indicated that all sectors have had reductions in available marketing funds and in the case of Millville this has resulted in prioritizing efforts. Matthew Pisarski said collaboration efforts are taking place, citing the recent partnership between the Commission and the Tourism Advisory Council and Southern Shore DMO. Ms. Wood asked if the Commission wants to promote county events or is the goal to promote the Commission. Mr. Garrison is looking to promote county destination areas. Ms.

Wood informed the Commission that advertising is done on Comcast Spotlight for events in Cumberland County. The ads run May through October. It was suggested that the Commission look into doing a partnership with other in-county entities regarding Comcast Spotlight. Ms. Wood indicated that the Comcast Spotlight effort does provide very specific demographic data, and Mr. Pisarski said he would provide this data at the next meeting.

County Aerial Photos Conservation and Digitization Project

Commission members received a letter regarding preservation of aerial photos in their packet. Anthony Buono, GIS Specialist, said the aerials held by the County Department of Planning & Development are deteriorating, particularly those from 1978. Mr. Buono is asking for help with finding grant money to restore and digitize the photos. Ms. Gale asked if there are negatives of the photos. Mr. Buono said there are no negatives and there is nothing on the photos to say where they originated from. Mr. Buono said the letter provided in the packets was originally sent to the now defunct Office of Records Retention with the hopes of getting PARIS grant funding for the project. This effort was unsuccessful. Mr. Pisarski said the Commission can apply to the state for a PARIS grant, which is a grant through the State Division of Archives and Records Management. A motion was made to apply for grant funding to stabilize the aerial photos by Roy Kaneshiki. The motion was seconded by Ms. Lods and passed unanimously.

Commission By-laws Update and/or Strategic Long Range Plan Update

A copy of the Commission by-laws was in everyone's packet. The long range plan expires in 2012. The Commission needs to update the by-laws and get a new five year strategic plan. Mr. Pisarski spoke to Vicki Kramer about creating an online set of bylaws which would be interactive. Mr. Pisarski said by making the by-laws interactive it would help out the regrantees by evolving the by-laws into an educational tool. Mr. Pisarski said the Commission needs to prioritize what they want to do first, the long range plan or the by-laws. Mr. Pisarski said the by-laws would take about three months to do with a cost of \$2,000 - \$5,000. The long range plan would take around six months to complete with a cost of \$5,000 - \$6,000. Money is in the budget for both projects. The Commission decided to do the by-laws first. Mr. Pisarski said he would email everyone a draft copy of the RFP for the by-laws before he sends the RFP out.

Digital Marketing Workshop – Proposal from Michael Cagno

Michael Cagno is the executive director at the Noyes Museum of Art in Seville. Mr. Cagno is proposing a two day work shop on consecutive Thursdays. The cost for the workshop would be \$700. The first workshop would consist of an art marketing services presentation. The second workshop Mr. Cagno would set up a digital camera and photograph the art work of attendees, providing them with professional digital images. The artists would have to participate in the first workshop to partake in the second workshop. Mr. Pisarski said a laptop would be set up so the artists' work can be put directly onto the Commission's online artist directory. Mr. Kaneshiki contacted Bob Sheairs; Mr. Sheairs did a similar workshop for Salem County. Mr. Sheairs said he does not charge to do the one day workshop but he would need a place to hold the workshop. The Commission discussed the two suggestions, determining that Mr. Cagno provided

considerable value in his two-day approach. A motion was made to accept Mr. Cagno's proposal by Ms. Gale. The motion was seconded by Mr. Kaneshiki and passed unanimously.

2012 Encore Awardee Discussion and Selection

Commission members received their invitations to the Encore Awards. The Commission selected Bob & Alan Woodruff to receive the Encore Award. Mr. Pisarski asked Mr. Garrison to reach out to the Woodruff's to inform them they are receiving the award. A motion was made to accept Bob & Alan Woodruff as the Encore Awardees by Mr. Kaneshiki. The motion was seconded by Ms. Lods and passed unanimously.

Senior's Month – Bay Atlantic Concert Tickets

The Commission provides 50 tickets to the Office on Aging for a Bay Atlantic Concert.

Arts Education Committee (Teen Arts Committee Update)

Mr. Pisarski reached out to the Teen Arts Committee and indicated to its members that due to an expanding scope the Committee's name would be amended to the Arts Education Committee. Mr. Pisarski provided the committee with a report that the Wallace Foundation funded, which analyzes various efforts to reinvigorate arts education through community efforts. Ms. Gale and Mr. Bermudez are on the committee. Mr. Pisarski is thinking about reaching out to the County Superintendent to see if he has someone from his office that can be added to the committee.

Southern Shore DMO Grant Update

The \$15,000 authorization did not make the March Freeholder meeting but will be added to April's agenda. The Tourism Advisory Council recommended that the last \$1,000 amount to be appropriated be provided to the Millville Army Air Field Museum. The Commission concurred.

Liaison Reports

Mr. Bermudez apologized to the Commission regarding his inability to attend the last several meetings. He is ready to move forward and help the Commission in any way he can. Mr. Garrison thanked him for his apology.

Ms. Merighi said Vineland Regional Dance Company's spring concert is being held on March 31st. Mr. Pisarski has tickets to the spring concert if anyone would like to go. They are having their annual dinner fashion show on April 18th. The Boys and Girls Club is holding their annual oldies dance on April 13th.

Mr. Pisarski and Jean Jones went to the annual meeting for the Jewish Federation. It was also the opening of their new office at Beth Israel Synagogue in Vineland.

Ella Boykin and Mr. Pisarski attended the gospel concert that New Bethel A.M.E. Church put on at the Landis Theater. Ms. Boykin said the concert sold out. Ms. Boykin thanked everyone for their support.

Tourism Advisory Council Comments – Kimberly Gauntt

Kimberly Gauntt attended the New Jersey Conference on Tourism and Cape May's Conference on Tourism. She said learned a lot about Wayfinding.

Other Old/New Business

Ms. Merighi passed out a flyer regarding an End of Year Presentation for the ACE mentor program. She also commented that she thought the podcast for East Point Lighthouse was wonderful.

Correspondence

A flyer was given out for the New Jersey Folk Festival that will be held April 28th.

A newspaper article was included in the packet describing cultural events in Cumberland County.

Mr. Pisarski gave a handout regarding the layout of the Cumberland Historical website. He indicated this was the latest in ongoing design efforts for the cumberlandhistorical.org homepage.

Adjourn

A motion to adjourn the meeting was made by Ms. Merighi. 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, April 24, 2012 in the Freeholder Meeting Room in Bridgeton, New Jersey.