

**CUMBERLAND COUNTY CULTURAL AND HERITAGE  
COMMISSION MINUTES**

**May 27, 2014**

The regular meeting of the Cumberland County Cultural and Heritage Commission was held on Tuesday, May 27, 2014 at 3:30 PM., in the Freeholder conference room in Bridgeton, New Jersey.

<b>Present:</b>	Marianne Lods	Maria Cerda-Moreno
	Roy Kaneshiki	John Garrison
	Merle Silver	Suzanne Merighi
	Penny Watson	Freeholder Sheppard

Matthew Pisarski, Principal Planner  
Jennifer Morgan, Recording Secretary

**Approval of Minutes – April 22, 2014**

A motion was made to approve the minutes from April 22, 2014. Penny Watson made a correction under Senior Month to change “there” to “their”. A motion was made to approve the minutes as corrected by John Garrison. The motion was seconded by Ms. Watson and passed unanimously.

**Newsletter Services Quotes Discussion and Award**

Three quotes were sent out, Wyble Advertising, Lori Jarvis and Shoot the Moon Productions. Wyble Advertising was the only company to respond with a bid of \$18,450. Ms. Jarvis contacted Mr. Pisarski with questions but did not submit a proposal. The cost to print the newsletter last year was \$4,100. Freeholder Sheppard suggested rejecting the bid from Wyble and send out another bid. Mr. Garrison asked if Mr. Pisarski had someone in mind, and he responded that he thought Ms. Jarvis would have been a good choice, but she did not submit. Commission members asked about other options. Mr. Pisarski said the Commission could use Constant Contact, which would increase audience data collection, but it would also increase the workload for staff. Marianne Lods indicated Constant Contact would probably cost around \$25 a month. Ms. Watson suggested contacting Ms. Jarvis to determine if she wants to bid. Mr. Pisarski will contact Ms. Jarvis and see if she has an interest. Mr. Pisarski asked if the Commission has any ideas on whom to send the RFQ in addition to the names already provided. Marianne Lods informed the Commission that Constant Contact can have a direct link to people’s websites. Suzanne Merighi suggested finding out how we can increase the newsletter email list. A motion was made to reject the bid by Wyble Advertising by Roy Kaneshiki. The motion was seconded by Mr. Garrison and passed unanimously.

**Seniors Month Bay-Atlantic Symphony Concert Recap – Saturday, May 3<sup>rd</sup>, 8pm - CCC**

Mr. Kaneshiki said the concert was not well attended but it was a beautiful performance. Commission members received a list of attendees from the tickets that were given to Office on Aging to hand out. Mr. Garrison said Bay Atlantic Symphony is very appreciative that the Commission supports their programming.

**2014 Encore Awards – Thursday, May 29<sup>th</sup> 6pm – Levoy Theatre**

Mr. Pisarski said everything is coming together for the Encore Awards and that twelve people from the Commission will be attending. Jean Jones will be escorted by her son, Rich. Mr. Kaneshiki made Ms. Jones a bowl which will be presented to her at the awards. Mr. Pisarski does not know many of the details of the event because the Encore Awards Committee has not met.

Mr. Pisarski said there are issues with the governance of the South Jersey Cultural Alliance (SJCA). The Dodge Foundation has cut its funding to SJCA due to lingering governance concerns. Several board members had left SJCA and were convinced to come back with the promise that governance improvements would be made. Mike Cagno was one of the returning members and he asked to lead a planning committee. The planning committee worked on bylaws, attendance, staffing challenges, etc. A new long range plan was done and a retreat was held. Board of Trustee members did not make it an easy process. There seems to be a divide between Trustees who believe in basing funding on relevancy and those who support status quo notions of funding based on previous awards. Mr. Pisarski said some head way was made with the bylaws and a draft strategic plan but when it was time to implement the policy changes everything stalled. Rachel Dukeman was the facilitator for the board retreat. Part of the discussion at the retreat was comparing what services the SJCA provided compared to the services the Greater Philadelphia Cultural Alliance provides. Mr. Cagno and Mr. Pisarski suggested SJCA use the Greater Philadelphia Cultural Alliance as a benchmark and try to provide equal services. Mr. Pisarski said at this point he doubts this benchmark could ever be met by SJCA. Ms. Dukeman said the Greater Philadelphia Cultural Alliance has shown some interest extending services into southern New Jersey. Ms. Lods commented that everything she receives from SJCA is old news that she has already received from other sources. Ms. Watson asked what membership dues are for SJCA compared to Greater Philadelphia. Mr. Pisarski informed the Commission that SJCA cost \$75 a year plus four history organizations that we cover for a total of \$275, dues for Greater Philadelphia would be \$200 a year just for the Commission. Mr. Garrison asked if we receive funding from SJCA and Mr. Pisarski responded that we do not. SJCA is supposed to provide services such as: audience demographic analysis and ROI analysis. At the moment they are not providing such services. Mr. Pisarski plans on resigning from SJCA as a board of trustee member after the Encore Awards. Cultural & Heritage has not paid their membership dues to SJCA for this year. Mr. Pisarski said there are other organizations that can provide better services. The suggestion from the Commission was to join go ahead and pay the membership dues to SJCA this year, but to also consider joining the Greater Philadelphia Cultural Alliance. This way, the Commission can compare the benefits of the two memberships. Mr. Pisarski indicated he would provide a comparative chart of the member benefits of the two organizations for the next meeting.

**Battle of Dallas Landing Project Update and Revised RFP Review**

Commission members received in their packet a revised RFP for the Dallas Landing project, with all the changes hi-lighted in yellow. The previous award is being rescinded due to the National Park Service (NPS) guidelines. The county was awarded \$49,500, and the NPS asked that the award amount not be in the RFP. The new RFP would go out to a list of consultants provided by the NPS as well as to the general public and a list compiled at the county. The Commission questioned who owns the property where the project will take place and whether we have permission to be there. Mr. Pisarski said the exact location has not been pinpointed but a

40-acre area of potential impact has been selected. Maurice River and Commercial Township has submitted letters of support.

### **Sandy Disaster Relief Grants for Historic Properties Workshop**

Mr. Pisarski said the Governor was supposed to make an announcement by the end of April. The workshop for the 22<sup>nd</sup> has been canceled. Mr. Pisarski reached out to Assembly Fiocchi, his office said they would contact the Department of Community Affairs. June 10<sup>th</sup> was the deadline date for the grant.

### **Liaison Reports**

Ms. Watson said Gallery 50 is having an exhibit on sports. It is in anticipation on the Home Town Hero's exhibit from the Smithsonian that will be at Bridgeton Library. Mr. Garrison asked for more details.

Mr. Kaneshiki commented that Clay College is having a student and staff display.

Suzanne Merighi said the Puerto Rican Festival will be held July 21<sup>st</sup> – 27<sup>th</sup>. Mr. Pisarski will email everyone the events for the week.

Maria Moreno said Lenni Lenape will be having a POW in Salem County. Cumberland Players will be doing the play "Spamalot". Ms. Moreno said she is checking websites and she commented that Cumberland Players and Barn Studio have wonderful websites and Lenni Lenape is really out dated. Ms. Moreno asked do we provide support on web design and keeping in maintained. Mr. Pisarski said the marketing funds can be used to upgrade organizations websites. Ms. Lods suggested having a social media workshop. CHABA is having a historic preservation session on June 5<sup>th</sup>.

Ms. Lods asked if there were any issues regarding Cinco de Mayo. There were no issues but the location did change.

Ms. Lods said Barn Studio will be having their annual open house. WheatonArts will be having a new art exhibit opening up also. The Glasstown Arts district hosted a Jazz Jam featuring only NJ Jazz Giants.

Mr. Garrison the Ashley McCormick Building will now be hosting the play, "The Year the Phillies Blew the Pennant." There will be a Jazz concert held at Bob Dragotta's home and proceeds will benefit the Bay Atlantic Symphony.

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

Ms. Silver asked if Ms. Gauntt was supposed to attend the meetings. Ms. Merighi asked if she cannot attend the meeting can she send a report on tourism.

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

Mr. Pisarski said a virtual site visit was held for the three year grant from State Council on the Arts. The evaluator was from Utah he had not received any applications. The evaluator asked if Mr. Pisarski had anything to take back to the State Council on the Arts, the concern is the state is

not being supportive. On June 5<sup>th</sup> or 6<sup>th</sup> the state asked if anyone would like to come up and meet with the panel of evaluators. Mr. Pisarski will be attending.

Ms. Silver asked if Mr. Pisarski contacted Mr. Magazzu from the CEO Group. Mr. Pisarski is working with him on another project and will speak to him shortly.

Ms. Merighi said part of the Long Range Plan was supposed to be a meet and great luncheon, she would like to see that done this year.

### **Correspondence**

Commission members received a copy of the letters Mr. Pisarski sent supporting the tourism and hotel/motel fee bills. Assemblyman Fiocchi asked for a freeholder resolution supporting the legislation.

A list of the ten most endangered places in New Jersey was in Commission members packet, Fortescue is on the list. Mr. Garrison said George Carlisle is writing a book on Fortescue.

### **Adjourn**

A motion was made to adjourn the meeting by Ms. Silver. 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, June 24, 2014 in the Freeholder Meeting Room in Bridgeton, New Jersey.