

CUMBERLAND COUNTY CULTURAL AND HERITAGE COMMISSION MINUTES

September 16, 2008
3:30 pm

Freeholder meeting room in Bridgeton, NJ 08302

The regular meeting of the Cumberland County Cultural and Heritage Commission was held on Tuesday, September 16, 2008 at 3:30 PM., in the Freeholder meeting room in Bridgeton, New Jersey.

Present: Jean Jones Roy Kaneshiki
Penny Watson Patricia Gale
Suzanne Merighi Marianne Lods
John Garrison Flavia Alaya

Matthew Pisarski, Principal Planner
Kim McCann, Recording Secretary

Special Guests: Mitch Kasper & Henry Michalkiewicz
Cumberland County Polish National
Alliance Lodge, no. 3106

Approval of Minutes – July 15, 2008, August 19, 2008

A motion to approve the minutes from July 15, 2008 was made by Penny Watson. The motion was seconded by Patricia Gale and passed unanimously. Flavia Alaya abstained. A motion to approve the minutes from August 19, 2008 with corrections was made by Flavia Alaya. The motion was seconded by Roy Kaneshiki and passed unanimously.

Special Request – Polish National Alliance (Mitch Kasper)

Mitch Kasper representative for the Polish National Alliance presented a request for special funding. Mr. Kasper introduced Henry Michalkiewicz who is the president of the local chapter. Mr. Kasper gave some background of the historical perspective of the Polish National Alliance. Mr. Kasper mentioned the Polish Alliance has been in existence in the county for over sixty years and nationally for one hundred twenty five years being started in Philadelphia and Chicago. Mr. Kasper provided a hand-out to the Commission giving an overview of the Polish National Alliance. The local lodge served those, who many years ago along with other ethnic groups, emigrated and became part of the work force

at Seabrook Farms. More recent émigrés settled throughout the County and have worked at Wheaton's Glass and many are currently employed at Durand Glass. Mr. Kasper noted the lodge is trying to bring to light a little known fact, namely the role played by a select group of Polish Émigrés in the Jamestown Colony.

Mr. Kasper noted they have a very proud heritage. Mr. Kasper mentioned the polish community in Cumberland County wants to celebrate this occasion and make it known. Mr. Kasper stated the lodge is seeking funding to cover expenses for construction of a float and a commemorative plaque honoring the 400th anniversary of polish immigrants. The glass furnace at Wheaton Arts will be used by the lodge for presentations and costumes will be made of the earlier settlers and show how they are blowing glass and the commemorative plaque hopefully will be placed at the County College.

Ms. Merighi asked how many parades the float would be in. Mr. Kasper replied Thanksgiving, Christmas and what ever other parades exist. Mr. Kasper noted downtown Millville will be having their Soul of the Season. Mr. Kasper stated their budget is over \$5,000.00 for construction of the float and noted any amount that can be given would be greatly appreciated. The Commission thanked Mr. Kasper for his presentation and Mr. Pisarski stated he would let them know of the Commission's decision.

East Point Artists Day Discussion – Gail Robinson , Maurice Row

Mr. Pisarski welcomed Gail Robinson to the meeting. Ms. Robinson distributed hand-outs on the Light House Tour. Mr. Pisarski mentioned Ms. Robinson was asked to the meeting to discuss East Point Artists Day and to see which direction the Commission would like to go with this event. The general feeling is that the event needs to be reinvigorated and reinvented in some ways and options involved looking at a change of date, collaboration with an environmental organization or two and the possibility of tying it in with another event.

Ms. Robinson agrees the date is a problem and is willing to change the date. Ms. Robinson noted the possibility of a Sunday instead of a Saturday. Ms. Robinson stated this year's event had a very interesting group of artists. The artists were all students with a wide variety of art with only one artist working with oils. Ms. Robinson also feels publicity plays a major part and needs to be advertised beyond Cumberland County to include the shore area. Marianne Lods mentioned that at every event that was hosted this past summer in downtown Millville zip codes were taken so they could analyze their special event audiences and sixty five percent of the attendees were from the Cumberland County area and thirty five percent being out of the county and most within Camden, Gloucester, Cape May and Atlantic County.

The Commission discussed changing the date. One of the dates mentioned was

the second or third week of September and coordinating with monarch butterfly migration. Mr. Pisarski stated the budget expended on this event ranges from about \$3,600.00 to \$4,000.00, this includes paying the artists which is \$1,500.00 and the musicians which is \$1,200.00 and compensate the organization that handles 'paint the lighthouse' and ranges about \$300.00 and the port-a-johns which is between \$500.00 and \$600.00. Mr. Pisarski noted advertising through the county is usually handled through press releases and if needed the Commission could approach the More to Offer campaign to do paid advertising. Ms. Lods believes a little more advertising may be the key to getting a better turn out for this event. Mr. Pisarski mentioned the other thing to consider would be to possibly collaborate with the Audubon Society and take an ecological/cultural perspective on the event may open the door to some new audience members. Mr. Pisarski mentioned he would contact Audubon and a few other organizations to see what the interest is and pick one or two dates for September and then discuss further at the next meeting.

Budget Subcommittee – 2009 Operating Budget

Mr. Pisarski stated the Commission needs to assign a budget subcommittee to meet over the next month to go over the proposed budget for 2009 and to present to the Commission next month. Marianne Lods, Roy Kaneshiki and Suzanne Merighi all agreed to be on the subcommittee. Mr. Pisarski will send some dates via e-mail.

Cultural & Heritage Endowment Fund – ad-hoc committee discussion

Mr. Pisarski provided a hand-out to all Commission members of a resolution from 1998 establishing the trust account. Mr. Pisarski contacted Nicole Primiani at the State Council on the Arts and asked her a few questions regarding an endowment fund or trust fund at the county level. Mr. Pisarski suggested if the Commission is inclined to create a small ad-hoc committee to see what is feasible both legally and fiscally. Mr. Pisarski spoke to Marci Sheppard and the committee would need to schedule a meeting with her to discuss Ms. Sheppard's recommendations and also meet with a few of the Freeholders. Any trust account or establishment must also be approved at the State level.

Flavia Alaya agreed to volunteer for the ad-hoc committee. John Garrison also agreed.

Workshop Conference – November 2008

Mr. Pisarski mentioned the workshop conference. One of the results of the focus groups for the long range plan held with the re-grantees was they truly enjoyed the stellar consultants for the workshops. However; the majority of the focus group felt they would prefer to have an afternoon in which there would be three or four consultants rather than having them in the evening. Mr. Pisarski

mentioned this to Diane Macris of Gloucester County and she was thinking of doing the same as she has a poor turnout at their workshops. Mr. Pisarski noted he and Ms. Macris discussed holding a joint afternoon workshop series at Cumberland County College. The format would be from 3:00 p.m. to 6:00 p.m. and would invite four consultants to teach a forty five minute class each and would see if the consultants would offer one or two classes and the attendees would select three out of the four to attend. Topics were discussed and Nancy Moses was an obvious choice as a potential consultant for that project. When the BAP Culminating Session was held it was set up where the consultant would go from table to table and that seemed to work out well for everyone involved. Mr. Pisarski contacted Marian Marchese who did the social networking workshop a few years ago and she stated she would love to facilitate that class. Diane Macris would like to bring in Kathleen Cavanaugh who is a consultant she has worked with a lot to discuss planning and audience participation and volunteerism. For the fourth topic initially it was thought to have a class on non-profit which did not get very far, so then the thought was to have some sort of a marketing component. Mr. Pisarski noted there is an ad agency in Ambler called Holton, Sentivan, and Gury and they are the one's who did Nancy Moses' e-vite. Mr. Pisarski stated he met with them and they would be very interested in providing a marketing workshop. Mr. Pisarski noted he and Ms. Macris capped any fees for consultants to no more than six hundred dollars a piece and all four of those consultants met that or were below the six hundred dollars. The only other cost associated with the event would be food for a reception at the end. The total cost of the event would be between \$2500.00 and \$3,000.00. This would also be an opportunity to invite Salem County if they were interested and Gloucester County would be funding part of the workshop and if Salem is invited we would want something from them as well. Out of the three partners, Cumberland would give the greatest amount as Cumberland receives more grant funding than Gloucester and Salem does.

Mr. Pisarski mentioned the possible dates for the workshop would be either Thursday, November 13, 2008 or Monday, November 17, 2008. There would be no cost to the attendee's and the invitations would be to non-profits in the three county region.

Other Old/New Business

The Commission discussed the special request for the Polish National Alliance. Penny Watson made a motion to approve the special request of \$500.00 to the Polish National Alliance. Marianne Lods seconded the motion and it was passed unanimously.

Correspondence

Adjournment

There being no further business a motion was made to adjourn the meeting by Flavia Alaya. The motion was seconded by Roy Kaneshiki and unanimously carried.

The next regular meeting of the Cumberland County Cultural and Heritage Commission will be held on Tuesday, October 21, 2008 in the Freeholder Meeting Room in Bridgeton, New Jersey.