

**CUMBERLAND COUNTY CULTURAL AND HERITAGE
COMMISSION MINUTES**

September 25, 2012

The regular meeting of the Cumberland County Cultural and Heritage Commission was held on Tuesday, September 25, 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 Penny Watson
 Patt Gale Freeholder Director Kirstein

Matthew Pisarski, Principal Planner
 Jennifer Morgan, Recording Secretary

Guest: Nancy Moses
 Rachel Dukeman

Approval of Minutes – August 28, 2012

A motion was made to approve the minutes from August 28, 2012 by Roy Kaneshiki. The motion was seconded by Ella Boykin and passed unanimously.

Update to Long Range Plan and Bylaws – Initial Meeting with Consultants

Nancy Moses and Rachel Dukeman will be working on the Commission’s long range plan. Ms. Moses discussed why it is important for organizations to complete a strategic plan. Ms. Moses asked why the Commission was doing an update and not an entirely new strategic plan. Mr. Pisarski responded that the 2007 strategic plan has served the Commission well, and the Commission would like to expand its scope. The following is a list of the 2007 organizational goals from that plan as explained by Mr. Pisarski with an indication of whether the goal has been accomplished to date

Accomplished

- Increase in Commission grants from non-county sources
- Increase in Commission dollars awarded to local groups (stable)
- Reinvesting in the Trust Account
- Increase in the number of ethnic organizations receiving support
- Increase in disabled patrons at cultural events
- Decrease of Commission staff time devoted to events production
- Increase in private dollars to arts and heritage groups in Cumberland County (unsure)
- Increase in attendance at Council-sponsored training workshops
- Increase in number of initiatives like new cultural and artist housing
- Increase in number of listings, features, and reviews in regional press
- Increase in collaborative initiatives among Cultural Council members

Increase in numbers of new residents on cultural boards and as volunteers
The State Council on the Arts held a meeting in Cumberland County in May 2012
The Encore Awards were held in Cumberland County in 2012

Unmet Goals

Passage of Open Space Referendum
Completion of study of Commission-sponsored events
Establish mini grants to fund specific projects
Increase in number of cultural providers receiving State operating support
Increase in regional and national print, broadcast, and web-based media coverage of County as a rural cultural destination
Establishment of a Cultural Council
Interaction with Realtors

Ms. Moses said the Commission wanted regrantees to get funding from other resources and asked why that has not occurred. Mr. Pisarski indicated that due to lack of funding at the State level, few if any new applications for State funding have been successful. Ms. Moses asked if the Commission still wants to follow the rubrics from 2007. Mr. Pisarski further explained that the rubrics are based on quantitative and economic development benchmarks to a greater degree than artistic accomplishment. The Commission supports the current rubric standards. Ms. Boykin mentioned that she would like organizations to attend each other's events more. Ms. Moses asked about the changes in Cumberland County since 2007. Unemployment and transportation were the two main concerns. Ms. Moses questioned if there is still an influx of people moving into the area. Director Kirstein stated that the migrant worker population is growing, and that to a greater extent than in 2007, these workers tend to remain in the area year-round. Suzanne Merighi said some people are moving out of the area for better schools for their children. Patt Gale said the Millville Arts District is thriving. Ms. Watson said there is more foot traffic in the City of Bridgeton. Ms. Moses asked if there have been changes in funding. Mr. Pisarski said the three main funders are the State Council on the Arts, the Board of Chosen Freeholders and New Jersey Historical Commission; two new funders are the New Jersey Council for the Humanities and Southern Shore Destination Marketing Organization.

Mr. Pisarski said the census data identified Cumberland County as a minority-majority county. Ms. Moses asked if the number of ethnic groups is growing or the population of the groups is growing. Mr. Pisarski responded that he does believe ethnic populations are growing in the county. Ms. Moses suggested doing two focus groups: leaders of ethnic groups and community leaders. Ms. Merighi suggested corporate donors. Mr. Pisarski suggested trying to find ways to receive more grant funds and appreciation from Trenton. Ms. Moses asked about shared services with Salem County. Mr. Pisarski commented there are talks with Salem County but nothing is formalized. Ms. Moses said nonprofits have issues with taking advantage of new technology. Mr. Pisarski commented that South Jersey Cultural Alliance has received funding to look at technology improvements. Ms. Moses asked if sustainability is an issue with nonprofits. Mr. Pisarski stated that if the nonprofit is relevant to the community then they will be sustainable, so the issue really revolves around relevancy of mission and programming. Ms. Moses questioned if the high unemployment rate is a problem for the arts and cultural groups. Ms. Gale suggested that the Commission could add a component to the regrant application

asking how organizations can serve the unemployed. Ms. Merighi would like to know what other regions are doing regarding best practices. Ms. Moses said her next steps will be to compile a list of questions that need to be answered and do research on the questions asked by the Commission. Mr. Pisarski will email Ms. Moses the Commission's by-laws.

West Jersey Time Traveler - Signage Proposal from Venturi Scott Brown & Associates Discussion

Matt Pisarski met with Venturi Scott Brown and Associates (VSBA) regarding signage for the podcast project. In Commission members' packets are several concepts for signs that VSBA came up with. The signs will be aluminum or fiberglass. VSBA will look at the different site conditions where the signage will go and determine what material will hold up the best. The signs will be installed by the County Public Works Department. The original cost for signage was \$3,600 which has since gone up due to several factors. The cost from VSBA is \$7,000 for the signs and \$3,000 for the design and administration. VSBA will handle the manufacturing end and oversee the project. Director Kirstein suggested reaching out to Parrish Sign in Vineland rather than using an out-of-county sign manufacturer. Mr. Pisarski will ask VSBA to reach out to Parrish Sign to work out a quote. Jean Jones said when you are deciding whether to use aluminum or fiberglass you need to think about vulnerability and vandalism. Of the designs presented, the Commission liked the "Hear Here" motif. A motion was made to approve the concept from VSBA pending a competitive price quote from Parrish Sign by Penny Watson. The motion was seconded by Mr. Kaneshiki and passed unanimously.

Grant Writing Workshop w/Rachel Dukeman – Recap

Mr. Pisarski said the workshop went very well and that attendance exceeded 35 individuals. It was not held at the Levoy Theatre, but rather at the Riverfront Renaissance Center for the Arts.

East Point Lighthouse Artists' Day & Open House – Recap

Ms. Gale commented that the day was wonderful, with a steady flow of people throughout the day. Mr. Kaneshiki said Ms. Gale's church did a great job with food.

Disability Awareness Day – Saturday, October 27, 2012

Discussion Postponed

Liaison Reports

Mr. Kaneshiki said Second Friday at Bayshore Discovery Project is having continued success.

Tourism Advisory Council Comments – Kimberly Gauntt

Kimberly Gauntt was not in attendance.

Other Old/New Business

Correspondence

In the Commission packets was Mr. Pisarski's letter to Richard Grubb and Associates regarding the Raceway Embankment.

A copy of a newsletter article concerning relevance, relationships and resources in history organizations was included for the Commission's information.

Adjourn

A motion to adjourn the meeting was made by Ms. Merighi. The motion was seconded by Ms. Watson and passed unanimously.

The next regular meeting of the Cumberland County Cultural and Heritage Commission will be held on Tuesday, October 23, 2012 in the Freeholder Meeting Room in Bridgeton, New Jersey.