

**CUMBERLAND COUNTY
CULTURAL AND HERITAGE
MINUTES
AUGUST 28, 2001
CUMBERLAND COUNTY ADMINISTRATION BUILDING**

Present: Penny Watson, Chairman
Joseph Polhamus
Jean Jones
Mel Brody
Austin Gould
Freeholder Harold Johnson, Cultural & Heritage Liaison
Pam Griner, Sr. Planner
Kim Wood, Director of Marketing
Steve Kehs, Planning & Development Executive Director
Ruth Vazquez, Temporary Secretary

A special meeting of the Cumberland County Cultural & Heritage Commission was held on August 28, 2001, at 3:30 p.m. in the Freeholders Meeting Room of the County Administration Building, Bridgeton, NJ. Chairperson Penny Watson called the meeting to order and read the opening statement in accordance with the provisions of the Open Public Meeting Act.

Steve Kehs apologized for any miscommunication regarding his Department's support of the Commission on behalf of the Planning/Development Dept. He stated Kim, Pam and himself were on the same page and we should continue to see more support to the commission on their behalf.

Penny Watson referred to the minutes from the work session from Steve Kehs and stated she had not had a chance to review them. Steve suggested for everyone to read the minutes and they could be discussed in the next meeting so that everyone gets a fair opportunity to agree with the minutes and what was discussed in the meeting. There will be two sets of minutes to be discussed in the next meeting of September 11, 2001.

DISCUSSION OF FALL EVENTS

Larry Carlton Fall Concert- September 29, 2001- Cumberland County College- 8:00 p.m. Pam discussed the expenses involved and provided an expense report. She projected the event will cost \$28,425 and the projected income would be \$33,000, so the commission would be making a profit. It was discussed that tickets will be sold for this event at \$30 per ticket. Jean Jones asked if there would be VIP seating or if all seating would be general admission. Kim Wood stated that her understanding was that there will be 100 VIP seats available and she could start a list.

Penny Watson asked about the cost for advertising. Jean Jones suggested to place an ad in the Courier Post because their circulation is so broad. She also suggested for Pam to speak with John Barnett of the Gloucester County Times for the Weekender Edition. Kim Wood said they have worked with the Philadelphia Inquirer in the past and it has worked very well. Pam stated 150 tickets have been sold to date. Jean again suggested that we should also advertise in the Cumberland/Salem guide. Mel Brody stated that \$2,500.00 should be sufficient for advertising. Pam went on to discuss that \$15,000 of this cost would come from the NJSCA grant-which was formerly approved for \$10,000 for a fall concert. Penny Watson asked if we don't make up the difference in ticket sales, how would we make up the difference in cost. Mel Brody suggested the moneys come from the Freeholders. Steve Kehs stated that we as a group and as a county are committed to make this event a success. Somehow we will make up the difference.

Penny Watson asked if there was a motion for the approval to expend \$15,000 for the fall concert, \$5,000 additional from approved budget. Jean Jones motioned, Joe Polhamus seconded the motion. All but one in favor.

Opera Gala - October 27, 2001. Kim Wood presented a budget for the event. She explained that she has been working with Duke Luciano and Greg Hambleton from the college. Austin Gould stated that this is for the " School Counts" program. Austin explained the program and stated it was a great program. Mel Brody asked if we had ever discussed this program because he wasn't aware of this program. Kim Wood explained that this issue was discussed in June of 2001, when decisions on how the moneys from the Cultural Heritage fund were being distributed. Motion for authorization of \$2,000.00 above the budgeted amount of \$15,000 from Cultural funding. Joe Polhamus motioned, Austin Gould seconded the motion. All in favor.

Bridgeton-Cumberland Tourist Assoc. - George Winston Concert-Dec 11, 2001 at the Cumberland County College-Performing Arts Center-Request from Bob Rose for a \$5,000.00 contribution or in-kind contribution. Penny Watson requested information on the rest of the budget, what will Bob Rose contribute, Pam did not have that information at hand therefore there was a motion to discuss this in the next meeting after more information was obtained- Mel Brody motioned, Austin Gould seconded, all in favor. Additional information from Bob Rose will be requested and presented at September's regular meeting.

Humanities Month - Cumberland County College - \$1,600.00 used to sponsor an ad and the Children's Theatre. Pam discussed the prices on different sized ads. The theatre presentation is called the "Frog Prince and Other Enchantments"- Oct. 6, 2001- 1:00 p.m.- free for children, \$7.00 for adults. It was discussed that the ad should contain a calendar of events for all our sponsored activities. Mel Brody suggested using a bigger ad to advertise our Opera & Winston concerts, therefore less advertising costs for those events. Mel made a motion for a bigger ad, Jean Jones seconded. Unanimous vote-all in favor.

Buried in New Jersey Event - Pam stated she did not apply for the traditional funding, but she is currently investigating other types of funding for this program. If we do the project now it will cost approximately \$500 and this money would come from the trust account which currently has \$5,172.00. Kim Wood explained the program to the Commission. She said the money goes toward lunch and buses. Pam stated in the past the Historical Society has charged a fee and has given the money back. There was a discussion on the timing of the event, it usually interferes with Halloween. Penny Watson said that she would see if the date could be moved. That would have to be decided by the Historical Society and this commission. Mel Brody made a motion to give the Historical Society \$500 for this event, Austin Gould seconded. All in favor.

Calendar of Events - Draft-containing long range plan. Sept. 28, 2001-Jennie Ayres, tabulating the results of the Cultural Overview & would like to give results in a 1 hour meeting on this date at 9:00 am. This will be a discussion on the calendar draft & the final results should be discussed possibly in the September meeting. Overall this calendar will be a great tool for everyone to be on the same page. Everyone suggested there be an evening meeting in Oct. to allow more time and everyone to attend. Pam will speak with Jennie to decide on the meeting.

There was a brief discussion on the Teen Arts Festival regarding the possibility of having a liaison from the commission attend the meetings with the coordinators. Steve Kehs stated this should be put into one of the blocked months.

Mel Brody asked about the NJSCA budget, Pam responded by stating that on the Sept. 11 meeting we have to set the budget for the coming year, Mel suggested the commission get copies prior to the meeting so that they can be reviewed. Pam will mail out the budget along with the informational packet.

Brief discussion on details of the Opera Dinner, whether the dinner will be held in May or February this year. Mel suggested for the Opera Dinner be replaced with something different, or new faces, since we've been doing the same thing for 3 years. Penny suggested we discuss this and any new ideas we've had in the past in the September meeting since the budget will be discussed at this time.

Commission Members e-mail communications

Pam will put a list together of everyone's e-mail for better communication among each other. A sheet was passed around for e-mail addresses.

New Business

Letter from Bob Rose asking for us to co-sponsor the Cumberland County on Canvas Program. The amount would be \$1,000.00, and it would come from the trust. Mel and Penny suggested we find out how the money would be used. Joe Polhamus made a motion to table this decision until we find out how this money will be spent; Penny seconded the motion. All in favor.

Mel Brody had new business- he presented a program, Hispanic Ballet for the college; it is a \$40,000 program. He has a video of the program and would like to present it in the next meeting. We will bring a VCR for this presentation, time permitting. The understanding is that the Arts Council discretionary fund will fund this. This takes approximately 2 years to plan this event. Brief discussion on when this program, if adopted, should take place. There was also mention of having the Harlem Boys Choir in the future. Kim Wood will look into this. The idea here is to have diversity, and bring new programs to our area.

Joe Polhamus made a motion to adjourn the meeting, Jean Jones seconded the motion. Meeting was adjourned at 4:50 p.m.

Respectfully submitted,
Ruth Vazquez
Temporary Secretary