

**CUMBERLAND COUNTY CULTURAL & HERITAGE COMMISSION  
MINUTES**

**January 12, 1999**

**3:30 P.M.**

**CUMBERLAND COUNTY ADMINISTRATION BUILDING**

**Present:**

Jean Jones                      Joseph Polhamus  
Penny Watson                 Suzanne Merichi  
Freeholder Chuck Griffiths

Kim Wood, Director  
Nancy Cannone, Secretary

The meeting of the Cumberland County Cultural & Heritage Commission was called to order on Tuesday, January 12, 1999, at 3:30 p.m., in the downstairs Meeting Room, of the County Library, located in the County Complex, by Chairperson Penny Watson.

As there was no quorum, no vote could be taken on the December Minutes and they will be held for the February 9th meeting.

**OLD BUSINESS:**

**EARTH DAY CONCERT:** Director Wood showed a tape of part of a performance in Miami, by Ray Charles and Jazz singer Diane Schuur. Diane Schuur is a performer that the Director is suggesting for the Earth Day Concert. Joe Polhamus commented that he had heard her perform at Rowan and that he had enjoyed her performance, but that there was not a large attendance. The Director commented that she was a Jazz singer, very personable and entertaining. Freeholder Griffiths reminded members that one of the missions of the Cultural & Heritage Commission is to bring a variety of cultural elements to the County, this will speak to the Jazz factor. Mr. Griffiths further stated that Lee Tofanelli is confident that with proper advertising people from Philadelphia and Atlantic City would attend and there would be a "full house."

Chairperson Watson asked who would be responsible for the advertising. This would be part of the contract we will have with Mr. Tofanelli. Jean Jones pointed out that local papers have a "Weekender" supplement and they include many cultural events. These supplements reach a large South Jersey audience because in addition to Cumberland, they cover Gloucester and Salem counties. Chairman Watson stressed that we also need to reach Atlantic county and Philadelphia. Mrs. Wood also pointed out the need to advertise on the Jazz radio station.

The Director pointed out that Steven Stills was still an option, but his fee is \$25,000. where Diane Schuur is \$12,500. Freeholder Griffiths asked if we would have

corporate sponsors this year, and Mrs. Wood stated that was the hope and that she would be talking to all of last year's sponsors, but we must know who the artist is first.

We must decide if this is the artist the Commission wants to support. Freeholder Griffiths pointed out that if there is a consensus of those Board members present, a telephone contact and vote with those not attending asking if they do or do not support the project is acceptable.

The four Commissioners at the meeting were agreeable to signing a contract with Diane Schuur for the Earth Day Concert which will be held on Saturday April 24th, at the College. The Director will conduct a phone poll of all absent members.

Director Wood reported that the money made from this year's concert will go toward the millennium concert - which will have to be BIG.

TEEN ARTS: Director Wood reported that as a result of the ad in the CCC&HC Newsletter, she had received resumes from two individuals who were interested in the Teen Arts Coordinator position. Commission members were given a copy of each of the resumes to review. Edwin Street called to ask the Director what the Teen Arts Coordinator would do, he was not at all familiar with the position. Jennie Ayres, the other applicant is the person who ran CCC&HC's Grant Writing Workshop. She did a "great" job, interacted very well with the applicants and is the former Cape May County Cultural & Heritage Coordinator. So, she knows what Teen Arts is, and how it works.

It was the consensus of members present that Jennie Ayres, had the experience to step in and immediately do the job, which is important as the Teen Arts festival is scheduled for March 31st. All four present members voted to hire Jennie Ayres as Teen Arts Coordinator, and the Director will phone and poll absent members.

GRANT WRITING WORKSHOP: Thirty, mostly new people, attended the Grant Writing Workshop held at Wheaton Village on January 5th. Sue Gogan made all the arrangements. There were a lot of new faces, even people from other Counties. It was Mrs. Wood's belief that the Workshop was very successful.

SAMPLE CHILDREN'S BOOK: Chairperson Watson passed out to members a sample of a rewritten Children's Book. She requested that members take it home and read it, and then discuss it at the February meeting. It is written on a fourth grade level and is based on her research but started from scratch.

### NEW BUSINESS:

SUNSET SPRINT TRIATHLON: Mrs. Wood asked the members to refer to a letter in their packets from Bob Rose in reference to the Sunset Sprint Triathlon. This year this event will be a National Event and covered by ESPN. They are asking the Commission to be a sponsor of the event. It will be a sports and music festival with an arts

component of our choice - with our contribution. Our Grant Application for this year includes an Art Show to be funded. This could be done at this Festival. A spot could be provided for artists to come show and sell their work. The Commission would be funding the musical part of the event, and it won't cost anything to have the Artist's participate. Mr. Rose has asked for \$15,000. to be a major sponsor of the music element. CCC&HC would receive major billing and be listed on everything connected with the event, and our banner would be hanging on the stage. Chairperson Watson stated that she felt this was a "big chunk" of our funding for one event. This \$15,000. would be almost half of our \$35,000. budget. Director Wood proposed \$10,000. and it will be completing our mission to promote the Arts, getting our name out to the public and marketing ourselves, which will please the Arts Council.

Suzanne Merighi, noting that it is hosted by the Center for Health & Fitness in Vineland, and the Bridgeton Exchange Club, asked if this was a non-profit event? Can the Commission use Grant money if this is not a non-profit event. This is a point that will have to be clarified.

The Center for Health & Fitness holds a triathlon in Bridgeton every year. This year, however it will be a "National" event with over 1,00 runners, and an estimated 5,000+ people. All the participants, and in many cases their families, have to be in town on Saturday to register for Sunday's triathlon. They will be spending the night, eat at the local restaurants, etc.. This is why Bob Rose is planning so many other events for the two days. A \$10.00 "gate fee" is proposed for all (except the participants) to see the groups, exhibits etc., and ESPN broadcasts this event each year.

It was the consensus of the members present that this be a "one year" shot, and they agreed to a \$10,000. sponsorship - with clarification on the "non-profit" question. Again, a telephone poll will be taken of absent members.

ENCORE AWARDS: The Encore Awards will be held Tuesday, March 9th, in Atlantic City. It was decided that like last year the Commission will get a table. Commission members are free but may bring one guest who they will have to pay for.

It was decided that the CCC&HC will place a 1/4 page ad costing \$75.00 in their Program Book.

Following a discussion it was decided that this Commission's nominee for an Encore Award will be Duke Luciano. Freeholder Griffiths suggested Mr. Luciano because of all of his hard work with regard to the initial concert the Commission held last year, his commitment to Opera and Scholarships, etc.. This nomination must be submitted by February 12th.

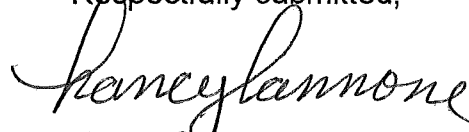
It was decided that as nominee's stand now, the four members agree on the nomination of Mr. Luciano. However, if any other names come up in the telephone poll, then another ballot will be taken.

SILOAM CEMETERY: Carl Holm gave Mrs. Wood a memo on the Cumberland County Register of Historic Structures and Sites reporting that the nomination of the Siloam Cemetery had been approved.

EAST POINT LIGHTHOUSE: Chairperson Watson reported that the East Point Lighthouse has received another \$51,000. and the Bethel AME received \$23,000. from New Jersey Historic Trust.

There being no further business the meeting was adjourned at 4:40 p.m.

Respectfully submitted,



Nancy Cannone  
Secretary