

CUMBERLAND COUNTY CULTURAL AND HERITAGE COMMISSION MINUTES

January 16, 2007
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, January 16, 2007 at 3:30 PM., in the Freeholder meeting room in Bridgeton, New Jersey.

Present: Penny Watson Patricia Gale
Marianne Lods Suzanne Merighi
Roy Kaneshiki

Matthew Pisarski, Principal Planner
Kim McCann, Recording Secretary
Jill Schwartz
Freeholder Douglas Rainear

Approval of Minutes

A motion to approve the minutes from December 12, 2006 with the correction of adding the word "center" to page 2 was made by Suzanne Merighi. The motion was seconded by Roy Kaneshiki and passed unanimously.

Recap of Special Meeting on January 11, 2007

Mr. Pisarski provided the Commission with a recap of last week's meeting for the appeal request from Festival Puertorriqueno. The attendee's included the Commission, members of the Grants Review Panel, members of the ADA Advisory Sub-Committee and the entire Executive Board of Festival Puertorriqueno.

Festival Puertorriqueno's case was presented and discussed point by point. The Commission was then permitted to ask questions of anyone who was present. Festival Puertorriqueno's main concern was the amount of funds that were cut from their request and that they had not received any critical or negative comments in their previous awards. It was mentioned that their board had gone through some major changes in September 2006, but they are now confident that

they have a very strong board and are ready to move forward. It was relayed to Festival Puertorriqueno that their application ranked poorly in comparison to others received this year. It was strongly recommended they work to improve their application for next year.

The Commission went in to closed session and it was decided to provide Festival Puertorriqueno with an additional \$2,000.00, making their full award \$4,000.00. Festival Puertorriqueno was brought back in to the meeting and informed of the Commission's decision to award an additional \$2,000.00, which they were very pleased to receive.

Encore Award Nominee Discussion

This year's Encore Awards dinner will be held on May 16th at Bally's in Atlantic City. The time of the event will be 5:30 to 9:30. Mr. Pisarski asked the Commission for nominees for this year's recipient.

Mr. Pisarski suggested the possibility of Jackie Sandro of the Clay College. The Commission can e-mail their ideas and suggestions to Mr. Pisarski and the suggestions will be discussed at next month's meeting.

Eagle Festival Art Contest Cancellation Discussion

The Eagle Festival is scheduled for Saturday February 3rd. Mr. Pisarski noted that the material was sent to all of the schools in November for the art contest. Calls were made last week to the major participants from last year. In those calls, it was relayed that due to severe budget cuts, the majority of the schools would not be participating this year. Mr. Pisarski spoke to Carolyn Krull of the RRCA, and a decision was made to cancel the event due to lack of participation. In total, three schools submitted artwork, which will be placed on display at the Eagle Festival. The Commission will provide the students who did participate with free children's admission tickets. The children will also be receiving participation certificates and free copies of the Cumberland Birding Guide.

Mr. Pisarski mentioned that this does bring up the issue of possibly revising the programming for this event to accommodate the school's reduced budgets. Mr. Pisarski spoke to Carolyn Krull who suggested offering free evening workshops for kids in grades 1st thru 8th grade at the Renaissance Center one or two nights per week prior to next year's festival. The Commission would incur a cost for the workshop, which would include art supplies and approximately \$60.00 per night for an instructor. The artwork that is completed at these workshops would then be used for the art contest. The cost incurred currently by the Commission for the contest is minimal and the Cape May Bird Observatory provides the prizes. The Commission pays Woodford-Cedar Run Wildlife Refuge to conduct an assembly at the school of the top prize winner at a cost of \$400.00. The

Commission felt that the night workshops could possibly work for those children who could be dropped off or are within walking distance, but may be a problem for others. They felt the need to come up with ideas on how to get art in to the schools. Ms. Lods suggested the possibility of an outreach program. Mr. Pisarski stated he would look into the feasibility of an outreach program and report back to the Commission.

Teen Arts Administration Discussion

Mr. Pisarski mentioned that Teen Arts is underway. The website is updated and packages have been mailed. He stated it is expected that there will be fewer kids this year do to the budget cuts previously mentioned. The Vineland School District has already contacted Mr. Pisarski and plans to participate. Mike Cagno and Carolyne Krull are working together as coordinators for the event and the contracts have gone out to the workshop instructors.

Phone calls will be made within the next week or two to get an idea of which schools will be participating. Millville Schools has indicated that they most likely will not be participating this year because of the budget cuts. Mike Cagno said he would call them to see if he can talk them in to participating. Mr. Pisarski mentioned the possibility of amending our programming depending on the school budget situation. For now, we are ahead of schedule and the actual event will be on April 13th.

Long Range Plan Agenda Discussion

Mr. Pisarski met with Nancy Moses last week and spent the better part of the day preparing for her visit to next month's Commission meeting. Nancy will facilitate the meeting. Mr. Pisarski will be providing refreshments. The meeting will be an extended meeting starting at 3:00 p.m. instead of 3:30. Nancy has a lot to cover.

One of the components Nancy will be discussing will be ways to move some of the administrative responsibilities of our existing programming to other organizations, providing them the opportunity to administer important county events but also providing the Commission with the opportunity to expand our programming. One event in which this could apply is the Teen Arts Festival. Teen Arts, once administrative costs are calculated, is close to a \$30,000.00 project for the Commission. The Commission could provide a grant to another organization to conduct Teen Arts and save a considerable amount of funds and effort, without detracting from the event itself. By doing this, it would free up the Commission's resources to plan new programming. Mr. Pisarski has approached the Arts District and mentioned this scenario to Marianne Lods to see if she would be interested. Marianne has replied that she would be interested. The Arts District does not have a major event in the spring and Marianne has the staff available. The other advantage is that the event could remain in the Millville Arts

District. Mr. Pisarski indicated that this concept would be discussed in detail as Nancy Moses moves forward on the Long Range Plan.

Implementation Roundtable Proposal from Nancy Moses

Mr. Pisarski provided the Commission with a copy of the proposal from Nancy Moses for an Implementation Team Roundtable. It was pointed out that the proposal is less than last year's, as it does not include costs for Dr. Tom Reiner. Mr. Pisarski noted that a decision did not need to be made at this meeting and suggested it be a topic of discussion for next month's meeting when Nancy will be present.

Building Arts Participation Grant Application

Mr. Pisarski presented the Commission with a print out of a Notice of Intent to apply for a Building Arts Participation Grant. This would be phase 2 of the START funding that the Commission received from the Council on the Arts two years ago. The impediments identified at the end of phase one were in four basic categories Board Building Cycle, Culture and Structure of Board Sessions, Relationship between Board and Administration and Relationship between Board and Community.

A brochure was created describing the impediments and recommendations to resolve them, which was submitted to all the re-grantees. There was no long-term assessment in the original proposal. The Council on the Arts has established a building arts participation grant based on the START model, funded by the Wallace Foundation. It was recommended that the Commission apply to continue the work that was begun in the first START project. Mr. Pisarski's concept is to take one of the four categories of impediments and create a re-grant program that would provide \$5,000.00 to a select number of re-grantee's. The proposal would be for seven boards to receive \$5,000.00 each in grant money. The grant can then be used by those organizations to hire consultants that the Commission would pre-select and take the results of phase one and apply them to those particular boards.

The concept is that the consultants would take a snap shot of the board, and they would then analyze and work with the board in a retreat fashion on the issues relating specifically to the board's relationship to the community. The match would come from the administrators of the re-grantees that receive the grants. The requirement will be that an administrator from each organization and a board member must attend the round table discussions that will occur as part of the project. The total expense for the project as proposed is \$75,000.00.

A motion to proceed with the application was made by Suzanne Merighi. The motion was seconded by Marianne Lods and passed unanimously.

Bridgekeeper’s House response from NJDOT

Mr. Pisarski presented the Commission with a letter from the NJ Department of Transportation (NJDOT). NJ DOT concurs that the bridgekeeper’s house can cross the bridge as per the Commission’s last correspondence on the matter. The preferred location is the northeast corner of the parking lot parcel owned by the City of Bridgeton and directly adjacent to the bridge. Mr. Pisarski will contact Arch Liston of the City of Bridgeton as he feels there will need to be a formal City Council resolution. Penny Watson mentioned that Mr. Pisarski might also want to contact the Veterans Association because of the bronze memorial attached to the Bridgekeeper’s House. NJ DOT will pay for the relocation, but not for any maintenance.

Award of Newsletter Contract for 2007

Mr. Pisarski presented the Commission with two proposals for the newsletter. The proposals received were from Prestige Publications and Tofanelli and Associates.

After a discussion with Dave Mulford, Mr. Pisarski stated the proposals could not be done every two years because it would exceed \$17,500.00, which requires considerable more oversight.

Marianne said that she was very pleased with this year’s publication and the lay out of the newsletters and would like to see Prestige Publications receive the contract for another year. Suzanne felt there was an improvement in the newsletter and was very pleased with the publications.

A motion to approve and accept Prestige Publications for the newsletter was made by Marianne Lods. The motion was seconded by Suzanne Merighi and passed unanimously. A roll call vote was taken.

MEMBERS	YES	NO	ABSTAIN	ABSENT	MOVED	SECOND
Watson	X					
Merighi	X					X
Gale	X					
Lods	X				X	
Kaneshiki	X					
Jones				X		

ADA Workshop

The ASA workshop facilitated by John McEwen and Dave Grennon will be held on February 21st from 6:00 to 9:00 p.m. at the Riverfront Renaissance Center for the Arts. Flyers for the workshop have been mailed to all the re-grantees.

Adjournment

There being no further business a motion was made to adjourn the meeting by Penny Watson. The motion was seconded by Marianne Lods and passed unanimously.

The next regular meeting of the Cumberland County Cultural and Heritage Commission will be held on Tuesday, February 13, 2007 in the Freeholder Meeting Room in Bridgeton, New Jersey.