

*1st - Penny  
2nd - Jean  
Pat Abstained*

**CUMBERLAND COUNTY CULTURAL AND HERITAGE  
COMMISSION MINUTES**

**October 11, 2005  
3:30 pm**

**Freeholder Board Room in Bridgeton, NJ 08302**

The regular meeting of the Cumberland County Cultural and Heritage Commission was held on Tuesday, October 11, 2005 at 3:30 PM., at the Freeholder Board Room in Bridgeton, New Jersey.

**Present:** Penny Watson Marianne Lods  
Suzanne Merighi

Freeholder Director Douglas Rainear  
Freeholder Jane Yetman Christy  
Matthew Pisarski, Principal Planner  
Kris Lemmonds, Project Assistant  
Nancy Moses, Guest

**Approval of Minutes**

A quorum was not present therefore a vote to approve the minutes from September 13, 2005 could not be conducted. Matthew Pisarski will conduct an email vote of the Commission members for approval of the minutes.

**Building Cultural Participation in N.J. (START) discussion**

At the September Commission meeting it had been discussed that surplus funds were available in the START grant account. Mr. Pisarski has been collaborating with Susan Gogan and Ms. Pirgova to develop a workshop or individual board consulting related to board development.

Mr. Pisarski will send the report to all of the participating boards. (The Cumberland County Cultural and Heritage Commission, Wheaton Village Board of Directors, The Folklife Center, The Cultural and Heritage

Commission in Camden and the Walt Whitman Board of Directors in Camden) He will indicate to those boards that surplus funds are available and inquire as to which organizations would be interested in participating with a consultant. The charge for consultants can vary from \$100.00 per hour to \$3,500.00 per consultant. There are multiple boards in both Cumberland and Camden participating.

For the boards that have not had many retreats and board analysis the least expensive consultant would be suggested. For boards such as Wheaton Village with extensive board development experience, funding would potentially be offered for a Boardsource consultant.

At the end of the process a roundtable would be held for all board members to attend to review what had been discussed. Mr. Pisarski indicated that a single event, such as a retreat or workshop, would be easier to administer than several individual events. The consensus from those in attendance was to have a single event.

### **Cultural Plan**

Nancy Moses was in attendance to discuss the implementation of the Cultural Plan. There have been several conversations with Matt Pisarski regarding the type of event which should be held, where it should be and who should attend. Above all, anything that is done around the launch of the Cultural Plan has to be a success.

Both Mr. Pisarski and Ms. Moses feel the event would be most effective if held as a small and intensive working group. The leadership of this group would best be served by an amalgamation of the Cultural and Economic Development communities of the County.

It was noted that when substantive changes, especially structural changes such as signage, more hotels and improved infrastructure, falls under an economic development driven initiative. In such cases, it is important to remember that the audience in this circumstance is not just the cultural community.

Mr. Pisarski and Ms. Moses originally envisioned a large event. The event would have been invitation only and limited to 50-60 people. This idea was then refined to an intensive roundtable work session limited to about 20-30

people. It would consist of critical leaders and who would then become an ad hoc committee. This committee would be responsible for implementation and perhaps become a sub-committee to the Cultural and Heritage Commission.

At the moment the Cultural Plan has been given a soft release to the public through the newsletter and the website. The soft release allows for more time to plan the implementation process.

Ms. Moses asked how the Cultural and Heritage Commission can place the Cultural Plan into the mindset of leadership in Cumberland County so the Cultural Plan is part of future planning. Ms. Christy would like to have tourism, planning and economic development meld with the Cultural Plan.

Mr. Pisarski asked who the Commission felt should be considered for the roundtable to implement the cultural plan. Some of the participants that Mr. Pisarski and Ms. Moses felt were absolute necessities to be part of the roundtable were:

- Freeholder Director Douglas Rainear
- Freeholder Jane Yetman Christy
- Kim Wood – to lead the Marketing team
- Members of the Cultural and Heritage Commission
- Kirk Weismeyer of the Jewish Federation
- John Fuyumme from the Tourism Advisory Board
- Susan Gogan from Wheaton Village
- Judy Scull from Vineland Art Alliance
- Dr. Kenneth Ender, Cumberland County College
- Karen Hepner, Tourism Advisory Council
- Chris Cummings, City of Bridgeton
- Kim Warker or Don Ayres, City of Millville
- Bernie Brown, Sun Bank
- Sally Vandewater, Bayshore Discovery Project

Ms. Moses expressed that having someone from the ethnic community should be involved as well. The location chosen should also be carefully considered. Mr. Pisarski asked for any other suggestions to be emailed to him.

The following teams and participants have been suggested:

Cultural Institutions, Programs & Events

Susan Gogan

Infrastructure and visitor amenities

Marketing and Outreach

Kim Wood

Partnerships

Resources and Fundraising

Board Growth and Participation

After a list of team leaders has been assembled Mr. Pisarski will inform the Commission for their input and approval. If the Commission is in agreement the team leaders will be contacted.

A date of January 26, 2006 was selected for the first meeting to discuss the implementation of the Cultural Plan.

**Long Range Plan**

The current long range plan expires this year. When the issued of hiring a consultant for an update to the Long Range Plan was raised, Nancy Moses expressed a strong interest. The Commission suggested that a formal Request for Proposal be drawn up in accordance with the standards for such a document from Ken Mecouch's office.

**2006 Regrantees Recommendations**

The regrantee recipient recommendations from the Grants Review Panel were provided to the Commission for review and approval. Freeholder Director Douglas Rainear asked why Tri-County did not receive funding. Mr. Pisarski informed the Commission that Tri-County did not receive

funding due to its collaboration with Appel Farm Arts and Music Center. The grants review panel felt that there were a number of facilities within Cumberland County that could do the same activity that Appel Farms proposed. The panel did not approve funding due to the funds being directed outside of Cumberland County.

However, if Tri-County would work with an in county agency such as Clay College or Gallery 50, they could apply for a special request grant of \$1,000.00.

### **Old/New Business**

Mr. Pisarski asked for comments regarding the Ship John Shoal Light Station nomination to the National Register of Historic Places. Comments can be emailed to Mr. Pisarski and if so indicated in the comments a letter of support on behalf of the Commission can be sent.

Mr. Pisarski also asked for comments on the NJ Arts Plan draft. Comments can be emailed to Mr. Pisarski and he will compile them into a single response from the Commission.

The maintenance agreement for 2006 from Loaded Media has been received and will cost \$864.00. The maintenance agreement provides for several hours for minor changes and maintenance per month. Major changes to the website will be done through a change form and billed individually. Those billings will be approved by the Commission before any changes to the website have been made. The website will become an integral part of the Commission in the future and there are plans to expand its use. Mr. Pisarski will also be issuing a press release to promote the website.

Mr. Pisarski proposed having a workshop series. Some of the potential 2006 workshops are the following:

- Jan 2006 - Americans with Disabilities Awareness Workshop  
Sensitivity Training
- April 2006 – Long Range Planning Workshop
- June 2006 – Building and Diversifying Funding Resources Workshop
- August 2006 – Grant Writing Workshop
- October 2006 – Building Effective Nonprofit Boards

Disabilities Awareness Day will be taking place on Saturday, October 22, 2005 in Vineland at the Ramada Inn from 8:30 am – 2:30 pm.

At last month's Cultural and Heritage meeting the topic of Agri-tourism was raised. With the approval of the Commission, Mr. Pisarski will approach the Agriculture Development Board and the Tourism Advisory Council to join with the Commission regarding establishing an ad hoc committee to begin to discuss promoting Agri-tourism. If anyone from the Commission would like to volunteer to be on the ad hoc committee they can do so by forwarding an email to Mr. Pisarski.

### **Adjournment**

There being no further business the meeting was adjourned.

The next meeting of the Cumberland County Cultural and Heritage Commission will be held on Tuesday, <sup>Nov.</sup> ~~December~~ 13, 2005 at 3:30 pm at the Freeholder Meeting Room in Bridgeton, NJ.