



CROMWELL CREATIVE DISTRICT

Town of Cromwell - Mayor's Office, Attn. Cromwell Creative District

41 West Street, Cromwell, CT 06416

www.cromwellcreativedistrict.org/ cromwellcreativedistrict@gmail.com

Meeting Minutes (Teleconference)

April 17, 2021

9:00 am

Call to Order: The teleconference was called to order at 9:03 am.

Present: James Demetriades (JD), Ann Grasso (AG), Susan Sundell (SS), Joan Pendleton (JP), Rosemary Matus (RM), Joan Foose (JF), Joan Bent (JB), Katie Daigle (KD), David Sizemore (DS), Jean Rill-Alberto (JR), Kaya Anderson (KA)

Approval of the Agenda: JF moved that the agenda be approved; RM seconded. All in favor; motion passed.

Public Comments: None

Chair's Report (James Demetriades):

1. Importance of raising funds: members asked to donate if they can and ask family and friends as well.
2. Mayor Enzo Faienza announced his retirement; will have served for 8 years; has shown great support for CCD.

Vice Chair's Report (Ann Grasso):

1. New interviews on website: John Morello (New Image Hair Salon) and Al Waters (Commodore, Cromwell Outboard Association); both #inthedistrict
2. Walmart grant: delayed because manager of local store fired and no one to review request
3. Welcome Packet: ready for assembly, except for brochure, which is not yet printed. Some issues with graphics—getting help from graphic designer.
4. Elaine Maitz will paint the \$15K flower on Pierson Coal Building to represent updated donation total. Volunteer needed to paint circle with CCD logo.

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Nominating Committee: Joan Foose

1. Mark Gagner had to resign as treasurer; he did file the 990 form for IRS. Officers named Susan Sundell as interim treasurer.
2. The committee nominates Susan Sundell as treasurer to fill the term. Nomination seconded by AG. Motion to close nominations by AG; JF seconded. No discussion. All in favor. Susan Sundell elected treasurer.

Treasurer's Report (Susan Sundell)

Balance in CCD checking account: \$4332.60.

COMMITTEE REPORTS

Membership (Joan Foose)

1. Active members now 29.
2. Friends now 145.

Publicity (Katie Daigle)

1. Publicity campaign for mural being painted this weekend; the artist ARCY donated his time, and Cromwell Energy and CCD paid for paint. Lift needed to finish mural has arrived. ARCY is a Connecticut native; one of the 40 under 40 from *Connecticut* magazine; does art for Disney and others.
2. Print media: ad for CCD membership and membership chair in *Rare Reminder*; Rock Hunt notice sent to newspapers; *Cromwell Life* and *Cromwell Chronicle* ran first interview of CCD series.
3. Social media: slow and steady growth of followers; this month will focus on rock hunt and Cromwell Energy mural.
4. Website: Carin Bernard had to resign as webmaster; for now, Joanne Prieto (paid consultant) is helping with a more static version until a volunteer familiar with Wix can be found. Social media sites regularly updated; website less often. DS has friend he will consult about this.
5. Welcome packet for new businesses, updated brochure, newsletter for spring/summer are in the works.

CAA Liaison Report (Rosemary Matus)

1. Publicity out for scholarship.
2. Volunteer for social media just starting.
3. Guitar concert/workshop for July; residents will be invited to pay for opportunity to learn, followed by concert.
4. CAA will be represented at Farmers Market.
5. Rock Hunt: Women's group dropping off 100 rocks, and goal is 100 from each nonprofit participating. There will be an equal number for each group.

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- a. Volunteers needed to place rocks in ten locations; need only two for each group, but more are welcome. JD, JF, KD, and JB volunteered.
- b. Dates are May 16-31.
- c. Distribution is evening of May 15 or very early May 16.
- d. Pickup is between 10 and 3 on May 15.

OLD BUSINESS

1. Kickstarter/Murals
 - a. Many projects have significant costs associated with them; fundraising ideas needed as well as donations from members and friends.
 - b. Cost for Paint-by-Number: \$3800 was asked for in grant.
 - c. Rail 99 mural: final concept will be finished by end of day. Next step is to figure paint costs; owner won't be ready until after May.
 - d. Sensory play area: plans ready in about a week.
 - e. DS: can probably get high school students he works with to help paint.
 - f. No update on crosswalk
 - g. Wings/mascots for selfies; KA will be leader.
2. Audio Tour: JD back on track with Rich Donohue; script will be finished April 18; recordings from April 18 to April 25. Readers from CCD and Historical Society. DS will participate. The original builder of one historic home was involved in the triangle slave trade; question of how to address in script. Possibility of Historical Society researching history of enslaved people in the town and creating a memorial.
 - a. Shooting for May launch date
 - b. Starts at CCD mural at Pierson Coal Building; ends at Historical Society. Houses on both sides of street; look back and forth; no need to cross street.
3. Block party concept: started via conversation with Guitar Squad, who gave Willimantic (<http://willimanticstreetfest.com/>) and Putnam (<https://www.facebook.com/firstfridaysputnam>) events as examples. Other groups would be invited as well.
 - a. Possibility of using Pierson Coal building for music, bank building for art displays; closing off parking lot.
 - b. Charge admission; give bracelets?
 - c. Need committee of 4-5 to bring to Town Manager; email JD if interested
 - i. AG: new Covenant Living resident activities coordinator wants to collaborate on events with CCD
 - ii. late August weekend most likely
4. Farmers Market: CAA has table; CCD can have alternate dates
 - a. Place to sell tiles for Paint-by-Number mural.

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- b. JD: idea of sponge bomb painting suggested by Mike Brillas and Jen Tallman; for children: throw paint-soaked sponges at paper or whiteboard to make art
5. Fundraising: KA gave overview of fundraising brochure emailed to those in attendance.
6. Scarecrow Search 2021: KA and AG leading; will need volunteers. Last year's volunteers available for consultation.

NEW BUSINESS

RM announced that a new business in town (not #inthedistrict) would like an artist to exhibit/perhaps sell work from her location (the art should feature nature). Cromwell artist wanted. Contact RM for details.

Approval of Minutes

JF moved that the minutes of March 21, 2021, be accepted; RM seconded. All in favor. Motion passed.

For the Good of the Organization

Nothing this month

Adjournment

JF moved that the meeting be adjourned; JB seconded. All in favor; motion passed. Meeting adjourned at 10:19 am.

Respectfully submitted,

Joan Pendleton, secretary

To-Do List

All members:

1. Contact JD if you are interested in helping with block party organizing.
2. Remind people about Coffeehouse (still streaming) and possibility of a small donation.
3. Contact AG if you are willing to write up interviews.
4. Offer ideas to AG about community needs and ways to help, both during this shutdown and afterward, as well as ways to keep CCD strong.
5. Think about family and friends who might be interested in joining CCD and recruit them. There is a new Friends category, which indicates support for the organization but not active membership.

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6. Keep track of your volunteer hours for CCD and report to treasurer at the end of the month.

All officers and committee chairs: Send a brief summary of what you will say at the monthly meeting in advance to the secretary.

Rock-painting volunteers: total of 100 rocks to RM on April 27

Rail 99 mural: Timelines; sketches for business approval and perhaps Kickstarter; recruit additional members.

Future CCD Meetings

Meetings for CCD in 2021 will be held on the third Saturday of the month at 9:00 am by teleconference while Covid-19 restrictions are in place.

2021

May 15	September 18
June 19	October 16
July 17	November 20
August 21	December 11 [second Saturday]

Future CAA Meetings

Until further notice, meetings for CAA in 2021 will be held on the first Monday of the month at 6:00 pm, as a Zoom call: Phone number: 1-646-558-8656, Meeting ID: 998 0261 9219, Password: 990451

2021

May 3	September 13 [second Monday]
June 7	October 4
July 5	November 1
August 2	December 6

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