



CROMWELL CREATIVE DISTRICT

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

41 West Street, Cromwell, CT 06416

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Meeting Minutes (Videoconference)

August 21, 2021

9:00 am

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

Present: James Demetriades (JD), Ann Grasso (AG), Joan Pendleton (JP), Susan Sundell (SS), Joan Foose (JF), Katie Daigle (KD), David Sizemore (DS), Jennifer Lepore (JL), Joan Bent (JB), Jean Rill-Alberto (JR)

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

Public Comments: None

Chair's Report (James Demetriades):

1. Block party will take place as scheduled.
2. Town's space assessment completed—first part outlines how much money it will cost to bring a building to code for its current use. Sewer garage: \$800,000.

Vice Chair's Report (Ann Grasso):

1. People have been reaching out to her to tell her how much they appreciate the murals and the events that CCD has been sponsoring.
2. Discussion of possible mascot postponed to later meeting.

Treasurer's Report (Susan Sundell)

1. Balance in CCD checking account: \$3283. Also \$200 in cash.
2. Expenditures since last meeting: \$815 includes block party expenses (hats, chalk, permits); \$1800 received since last meeting. Year to date: \$11,813 received.
3. Hats will sell at block party for \$20.

COMMITTEE REPORTS

Membership (Joan Foose)

More than 150 Friends; will exceed 200 when vendors, performers, others are added to the list. Number of members increasing as well.

Publicity (Katie Daigle)

1. Print Media
 - a. *Rare Reminder*
 - i. Three weeks' worth of Sensory Path and Block Party articles/calls for performers.
 - ii. Mark DiPaola plans to contact JF and write an article about Rail 99 mural.
 - iii. Will share Scarecrow Coloring Contest announcement next week.
 - b. *Cromwell Chronicle* August issue: Block Party announcement in color block; CCD Interview Series on Frank Mangene (owner of Rail 99)
 - c. *Cromwell Life* July issue: CCD Interview Series on Police Captain Fred Sifo
2. Social Media
 - a. Social Media posts this month focused on call for performers, artists, and craft vendors; Color Run and Block Party Events; shared DS going to Farmers Market as Santa; and shared info and images of the Rail 99 mural in progress. lots of engagement on Rail 99 mural posts.
 - b. CCD FB page: 33 new Page Likes (743 total), 817 followers
 - c. CCD Instagram page now has 125 followers (+12)
 - d. Will begin posts about Scarecrow Swap coloring contest next week.
3. Exploring Tik Tok as another avenue for CCD social media:
 - a. Pros: best way to connect with younger audience (ages 16-30); light-hearted and fun platform; gives a "face" to who/what CCD is
 - b. Cons: not a very serious platform (shouldn't be used for sharing information, but rather for highlighting products or catching interest with fun and simple concepts); best content is self-created (rather than reposting others)--> what videos would we make?
4. Website
 - a. No update

CAA Liaison Report (Rosemary Matus)

No report in Rosemary's absence.

OLD BUSINESS

1. Business Associates: AG: Packets are complete, and businesses will be visited in September.

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2. Murals
 - a. Rail 99 (JF): mural complete: gave thanks to volunteers. Will be in contact with Mark DiPaolo regarding an article for *Rare Reminder*.
 - b. Wings/mascots for selfies (Kaya Anderson; written report read by secretary in his absence):
 - i. Murals have been revised and will be finalized before next step.
 - ii. Fence in Pierson Park that is going to be used for Wings has been measured.
 - iii. Panther idea for the Wings mural needs to be reimaged in accordance with fence measurements.
 - c. Parking lot spaces (KD): tabled for discussion at a later meeting.
3. Audio Tour (JD): Will move ahead on script next week; launch at end of September/beginning of October.
4. Block party (JD): 29 vendors; 8 bands
 - a. Raffle table being run by Jennifer Baronich; Joanne Golden assisted in getting baskets.
 - b. Jen Lepore managing color run
 - c. Cynthia Bulaong of Open Space Hartford mapped out the site and allotted 12-foot spaces to each vendor. She will be grounds coordinator.
 - d. The town provided a generator for the sound system and is allowing CCD to use the sewer garage for storage.
 - e. JD will run sound board. Mike Brillas has professional sound mixer.
 - f. Mike Brillas & Jen Tallman: interactive art tent with splatter paint and drip paint.
 - g. CCD tent: artists' work for sale; hats for sale. Name tags available there for volunteers.
 - h. CCT, CAA, Project Grad, and High School Arts Boosters have tents/booths.
 - i. KD will be taking videos, photos; doing a Facebook Live presentation.
 - j. Turnout may be diminished because of upcoming storm; Mike Brillas and Jen Tallman boosted the posters on Facebook to help improve attendance.
5. Farmers Market: Last date canceled because of heat; KD will reach out to CAA about whether there will be another opportunity.
6. Fundraising:
 - a. Birdies for Charity (AG): Money comes in during September.
 - b. Student group: Kaya Anderson needs to wait for academic year to start.
 - c. Scarecrow Swap 2021 (Kaya Anderson via written report read by secretary):
 - i. The 2020 Scarecrow Search logo has been redesigned for the 2021 Scarecrow Swap.
 1. This logo has been used to create the new coloring sheet for the publicity coloring event going on for the Scarecrow Swap.
 - ii. Prize bags will be stuffed for winning participants of Scarecrow Swap.

- iii. Scarecrows created by businesses will be kept at their locations; labels alone will be switched with their respective partners.
- iv. August 14–31 will see completion of canvassing businesses inside and outside of the district; following this will be the creation of Scarecrow Swap partners.
 1. All paper handouts for businesses have been created and revised to collect necessary data.
- v. Looking into the creation of a QR code for the Scarecrow Swap event to put on scarecrow labels.
- vi. Still searching for game ideas for participants of the Scarecrow Swap and raffle prize ideas.
- vii. AG: Event takes place only in October this year.

NEW BUSINESS

1. Historic House room decoration: JD will ask Rich Donohue about it.
2. House decorating contest: check with Rosemary Matus and Joanne Golden
3. Luminaries: need to reach out to CCCWC; JD will contact Julie Petrella about it.
4. Allan Spotts's idea of reviving holiday at train station event: was run by Merchants Association; uses vendors. Discussions pending.

Approval of Minutes

JF moved that the minutes of July 17, 2021, be accepted; AG seconded. All in favor. Motion passed.

JP asked for substitute secretary for November meeting. [Note: JB subsequently volunteered.]

JP reminded members of procedures for election year: in September Executive Committee names nominating committee and presents names at monthly meeting; in October, members volunteer themselves or names of others, and nominating committee also seeks candidates; in November, the slate of candidates is announced, and nominations from the floor are also added to the ballot; in December, election is held by paper ballot (modifications may be needed this year if Covid restrictions are still in place).

For the Good of the Organization

DS announced that on Giving Tuesday all proceeds from his Santa business will go to CCD.

Adjournment

Meeting adjourned at 10:07 am.

Respectfully submitted,

Joan Pendleton, secretary

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To-Do List

All Members and Friends:

1. Contact AG if you can suggest a project manager for the Paint by Number project—or are interested yourself.
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, as well as ways to keep CCD strong.
5. Think about family and friends who might be interested in joining CCD and recruit them.
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 summary of what you will say at the monthly meeting in advance to the secretary.

Future CCD Meetings

While Covid-19 restrictions are in place, meetings for CCD in 2021 will be held virtually on the third Saturday of the month at 9:00 am.

2021

September 18
October 16

November 20
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

September 13 [second Monday]
October 4

November 1
December 6