



# **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)**

**July 17, 2021**

**9:00 am**

**Call to Order:** The meeting was called to order at 9:05 am.

Present: James Demetriades (JD), Ann Grasso (AG), Joan Pendleton (JP), Joan Foose (JF), Katie Daigle (KD), David Sizemore (DS), Jennifer Lepore (JL).

**Approval of the Agenda:** JD offered an amendment to the agenda under New Business, regarding an LGBTQ+ committee request. JF moved to accept the amended agenda; AG seconded. All in favor; motion passed.

**Public Comments:** Jennifer Lepore was introduced as a member of the block party committee, in charge of the color run.

### **Chair's Report (James Demetriades):**

1. In working with the police department, health director, and recreation director to organize the block party, JD has found that town employees are responsive and helpful.

### **Vice Chair's Report (Ann Grasso):**

1. Celebration of CCD at Covenant Living of Cromwell on July 22. 5:30 to 7 pm in new Town Center café; CLC wants to invite residents of Cromwell and their groups to see/use its space. Parking might be an issue; there are seventeen visitor spots in front of Town Center, but other spaces are available in the lot closest to West Street, especially away from the building. CCD has members and donors from CLC and would like to involve more CLC residents, have them know more about the organization.

### **Treasurer's Report (written report from Susan Sundell, who was absent)**

Balance in CCD checking account: \$2487.51.

Expenditures since last meeting: \$88.17 for sensory path; \$5.74 for PayPal fees.

Donations since last meeting:

Cash	\$510.
In Kind	\$750.
Birdies for Charity	\$4,110.
Block Party space	\$250.

AG requested from the town the \$1,000 that has been allocated to CCD. JD: \$2,000 was requested and initially approved, but changed to \$1,000 as town budgeting process went on.

## COMMITTEE REPORTS

### Publicity (Katie Daigle)

1. Print Media
  - a. *Rare Reminder* June 24 issue: Birdies for Charity; July 1 issue: block party call for performers and vendors; July 8 issue: sensory path article with photo and call for performers for block party; July 15 requested Block Party announcement be included. AG: issues with absence of CCD or CAA names in titles of articles. KD: newspaper changes titles to fit space or their needs.
  - b. *Cromwell Chronicle* July issue: CCD interview series on Police Captain Fred Sifo
  - c. *Cromwell Life* July issue: CCD interview with on Enzo Faienza
2. Social Media
  - a. Social media posts this month focused on sensory path (LOTS of positive feedback from community!), advertising block party, and call for volunteers to help paint Rail 99 mural next week
  - b. CCD FB page: 28 new Page Likes (707 total), 33 new Followers
    - i. FB Events for block party (12 Going and 78 Interested) and color run (5 Going, 24 Interested)
  - c. CCD Instagram page now has 113 followers
3. Other Projects
  - a. July Newsletter released on July 8

### CAA Liaison Report (Rosemary Matus)

No report in Rosemary's absence.

## OLD BUSINESS

1. Business Associates: AG: program beginning to ramp up. The group is invited to the CCD celebration July 22. Mayor and AG to meet with new/existing businesses.

*Rethink How You See Cromwell*

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Cromwell Creative District is a registered 501(c)3 nonprofit organization

## 2. Murals

- a. Rail 99 (JF); start July 21 to put in silhouettes, outline. July 22: volunteers will start painting. Frank Mangene's friend will provide bucket lift for upper part of mural. Paint ordered; ready to start. Need more volunteers to paint.
  - b. Pride Crosswalk (JD): Won't be happening in near future. Pride flags also denied. LGBTQ+ committee considering more active role, rather than just being advisory.
  - c. Sensory path (JF): completed. Mulch needs to be swept regularly. Appreciated help from Parks and Recreation departments.
  - d. Wings/mascots for selfies: might not get done this calendar year. Will have to go before Town Manager before much more can be done. Other projects have seasonal deadlines: scarecrows, Christmas events.
  - e. Paint-by-Number: Erin Trousdale has tiles and is doing prep work. She will bring them back in sections. Must be an indoor project; needs close supervision.
3. Audio Tour (JD): Richard Donohue illness has caused delay but will start recording soon. Need more photos; JD will contact Janet Argento.
4. Block party (JD): Ten vendors have paid, but others have also expressed interest. Good variety.
- a. Chief of police requires tax ID and driver's license for vendors; JD has sent requests.
  - b. Concession stand: prepackaged foods can be sold, but CCD wants food trucks to have business; perhaps water will be sold by CCD.
  - c. Six businesses have offered baskets; working on more.
  - d. Increased interest by performers. Jazz group from middle school will preview September performance. Performers will appear on football field in front of bleachers.
  - e. There will be shade from the row of trees along the parking lot.
  - f. Interactive art tent on softball field.
  - g. CCD tent near one of the trees.
  - h. Two confirmed food vendors so far: Cromwell Pizza and Pasta and a taco vendor. Possibility of ice cream and cupcakes.
  - i. Improved response by vendors when Jen Tallman and Mike Brillas placed a \$25 Facebook ad targeted at arts people. Something to consider for future events as well.
  - j. By August 5, JD wants to lock in performers and vendors so that the committee can block out where people will be.
  - k. Color run (JL): One-mile run, two laps around Pierson Park, start at entry. Chalk thrown from one or more locations; \$60 for 5 pounds, four colors.

- i. DS: Plans for Independent Day School students to be there from 1:30 to 3:30; plans for them to be chalk throwers and help in other ways.
5. Farmers Market (JD, AG): CCD bumped once because of rain date; August 13 will be next date. Because CCD now has its own tent, can consider more frequent presence next year.
6. Fundraising:
  - a. Birdies for Charity (AG): great success. Consider doing it again next year and having table at PGA; bring awareness of CCD to that event. Make it major fundraising event for CCD.
  - b. Student group: Kaya Anderson needs to wait for academic year to start.
7. Scarecrow Swap 2021 (AG): To-do list prepared. Will be entire month of October. AG remarked that calendar is filling up; luminaries for Christmas season. JD to check on Historical Society rooms for holidays. Possibly decorating contest again.

## **NEW BUSINESS**

JD: LGBTQ+ committee plans a chalking event: inspirational messages at Pierson Park. Two of the dates they have chosen coincide with block party dates. They have someone who volunteered to buy chalk, but have wanted CAA and CCD to be co-sponsors. No one from committee attended to explain what that would mean. JD will invite them to do their chalking event during the block party, after the color run.

## **Approval of Minutes**

AG moved that the minutes of June 19, 2021, be accepted; KD seconded. All in favor. Motion passed.

## **For the Good of the Organization**

AG thanked DS for the use of his Zoom account so that the meeting could be visual this month.

## **Adjournment**

AG moved that the meeting be adjourned; KD seconded. All in favor; motion passed. Meeting adjourned at 10:15 am.

Respectfully submitted,

Joan Pendleton, secretary

## To-Do List

All Members and Friends:

1. Contact JF (jmfoose310@comcast.net) if you can help with Rail 99 mural.
2. Contact AG if you can suggest a project manager for the Paint by Number project—or are interested yourself.
3. Remind people about Coffeehouse (still streaming) and possibility of a small donation.
4. Contact AG if you are willing to write up interviews.
5. Offer ideas to AG about community needs and ways to help, as well as ways to keep CCD strong.
6. Think about family and friends who might be interested in joining CCD and recruit them.
7. Keep track of your volunteer hours for CCD and report to treasurer at the end of the month.

JD: Check on Senior Center wi-fi for meetings. Initiate conversations on idea of parking spot murals.

All officers and committee chairs: Send a brief 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

August 21	November 20
September 18	December 11 [second Saturday]
October 16	

### 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

August 2	November 1
September 13 [second Monday]	December 6
October 4	