

**CROMWELL CREATIVE DISTRICT**

***A Division of Cromwell Arts Alliance***

Town of Cromwell – Mayor’s Office, Attn. Cromwell Creative District

41 West Street, Cromwell, CT 06416

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**Meeting Minutes (Teleconference)**

**July 18, 2020**

**9:00 am**

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

Present: James Demetriades (JD), Ann Grasso (AG), Rosemary Matus (RM), Joan Pendleton (JP), Micheal Brillas (MB), Jennifer Tallman (JT), Joan Foose (JF), Kaya Anderson (KA)

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

**Approval of the June 20, 2020, Minutes**

RM moved that the minutes of the June 20, 2020, meeting be approved. AG seconded. All in favor; motion passed.

**Public Comments:** No public comments.

**Chair’s Report (James Demetriades):**

1. JD expressed gratitude for the dugout work, “bright, bold, and beautiful.” The dugouts make a positive impression on the town and for the town.
2. JD passed out CCD decals at the Town Council. He reported Re Matus’s comment that CCD has done more for downtown than any other group in such a short time. The sentiment was echoed by the mayor.
3. Audio tours: Letters are awaiting Rich Donohue’s signature. The project is pushed off to spring, with the website launching in winter.
4. Amy Saada from the senior center believes that her grant is written so that the money can be used for hardware and software. Because the software allows multiple tours per month, she might want to use the audio program for an art show at the senior center—to enable visitors to stand in front of a work and listen to comments by the artist.
5. Parking lot 313–314 Main Street. The stockade fence that runs along the lot is on private property, and the owner has given permission to paint it. The plan is for each stockade to have multiple colors, and the design would incorporate the logos of CCD, Cromwell Arts Alliance, and Cromwell Community Theater. JD will meet with RM (CAA president) and Wendy Wilkins (CCT president) to go over proposed design and get input.
6. Future grant opportunities: Fall 2020, AARP CT Communities Livable Grant. JD would like to designate the purpose as supplies and equipment for the paint-by-number mural to be done summer 2021. Cap of $2500; waiting to hear about application timeline and spending deadline.

**Vice Chair’s Report (Ann Grasso):**

1. **Grants**:
   1. *AARP National Community Challenge Grant* (no funding limit) update: 2,800 applications from communities nationwide were received. Unfortunately, CCD did not receive the grant, which means the students who painted the dugouts cannot be paid for their many hours. CCD officers compiled funds to offer students a gift card to one of the four restaurants #inthedistrict along with a warm-hearted letter, individually signed by each officer.
   2. Cromwell Senior Center also did not receive funding this year, although did receive it in earlier years. A public announcement of winners will be made mid-August, when it will be clear what types of projects were funded this year during the pandemic. It’s possible that AARP is offering less money this year.
   3. Julie Petrella is eager to write other grants and was not deterred by this first disappointment. So much data was gathered that writing for other grants should be easier.
   4. *AARP CT Communities Livable Grant* ($2,500 funding limit): as JD noted, this is available in Fall 2020, and is the same grant that Amy Saada, Director of Senior Center, processed for CCD last year.
   5. *Other grants*: AG will be researching other grants that are not government-based because CCD is not currently eligible for government-based grants. Other than local fundraising, grants may be the only way CCD has to raise money in this difficult economic climate. CCD members’ volunteer time is greatly appreciated.
2. **Paint by Number:** Erin Trousdale has agreed to do all the prep work for the tiles. She will set up easy, medium, and difficult tiles and will calculate the amount of paint needed. However, she already has a job for next summer. A volunteer is needed to spearhead the actual painting process for the tiles.
3. **CCD Logo Stickers:** three different types available.
   1. *Static cling:* 3” circles: primarily for members to put in car windows (email AG and she will mail one to you); for businesses (AG will be distributing to #inthedistrict businesses and organizations and others who are willing to display); JP will include in thank you letters to donors. JD provided them to council members at the Town Council meeting this week. JP, Erika Doolittle, JD, and AG have a supply.
   2. *Peel and stick:* 2” circle logos: a few were purchased at a ridiculously low sale price paid for through donation, no cost to CCD.
   3. *Peel and stick:* 1”x 3”rectangle CCD header: This was to use up a Sticker Mule gift card that had an expiration date. These rectangle stickers will work well for signage for events when gatherings are possible. AG is storing both kinds of peel-and-stick labels for when they are needed.
4. **Blue logo paint:** For the record, CCD owns a gallon of Sherwin Williams Blue Fountain paint in exterior grade, Resilience, and a gallon of black exterior Resilience. The purchase was made as a result of using up a $50.00 gift certificate from Sherwin Williams. As well, there is a small amount of paint left over from the CCD Pierson Coal Building mural that Elaine Maitz is maintaining. Leftover paint from the dugout murals will be offered back to the town since it is reimbursing CCD for the Dugout paint.

**Treasurer’s Report (Rosemary Matus)**

1. CCD Balance was $2,526.56.
   1. Received $205 in donations; after Pay Pal fees, the deposit was $198.45.
   2. Payment for paint of $497.
   3. Reimbursement to Ann for stickers: $215.
   4. New Balance is $2,013.01.
   5. Donations currently total $11,659.05.
2. Members are reminded to send tally of volunteer hours to RM.

**COMMITTEE REPORTS**

**Publicity (No chair yet; report given by Ann Grasso)**

1. **Meet Friends of CCD**: Jen Tallman: Distribution of a new column: thanks to RM for writing up JT’s interview and to JP for editing. It is out for print distribution through Rebecca Mead.
2. **Rare Reminder:** for four weeks, *Rare Reminder* has run the Fundraising Flower story. AG is hopeful the Interview column will take its place. The ad for secretary and publicity chair continue to run. It does keep CCD’s name in print.
3. **News channel 8**: Natasha Lubczenko, reporter from Channel 8 News, will be coming to Cromwell. AG sent a listing of CCD places she might visit and offered information on the upcoming Scarecrow Search as well as the audio tour of historic homes next summer.
4. **Dugouts:** wrap-up story to be created; asking for photos with heads in the dugout holes. JF to write.
5. **Scarecrow search:**
   1. The page to color is ready to release to print and social media; special thanks to JT for creating. MB has already put on website for download.
   2. The Senior Center Newsletter will print the coloring page and an advertisement for help in making the scarecrows in August.
   3. Covenant Living will offer the coloring pages.
   4. Erika and Jen are creating a publicity flyer for distribution in August.

**Social Media (Micheal Brillas)**

MB has put Friends button on website as well as information about Scarecrow search—with downloadable coloring page.

**Membership (Erika Doolittle, in absentia; report emailed; AG supplemented)**

1. Flyers have been passed out to all residences #inthedistrict explaining Friends program.
2. Static clings have been received and are available.
3. Recruitment for Friends continues. Please access Dropbox, Membership Committee, 6/16/20 CCD flyer, and ask your friends to become Friends of CCD.
4. JD: Friends signup is active on website.
5. The following have signed up to be Friends since the last meeting: Cari Camarra, Maureen DePierro, Diane DeRoy, Koki Doolittle, Dianna Dunn, Tom Geser, Kate Powell, Francis Scarborough. The committee is interested in finding out if they live in Cromwell. Please let us know.
6. The businesses that are participating in the Scarecrow Search will also be listed as Friends.
7. MB: What about asking Amazon for support? JD will get information.

**Old Business**

1. Pierson Park Dugouts—Remaining Work:
   1. Shadows on Roses of Cromwell mural.
   2. Listing of student painters with Erin Trousdale listed as CCD coordinator and Kaya Anderson listed as student coordinator. Elaine Maitz is adding the CCD logo in branding color: these will be added on one of each dugout endcaps.
2. *Scarecrow Search*: Sept. 13–Oct. 30
   1. Excellent work by committee; 23 businesses confirmed; Updated data sheet available for all to see in Dropbox at Scarecrow Search 7.17.20.
   2. Requesting help in making scarecrows: everyone is welcome; CCD membership not required.
   3. Steve Fortenbach, Town Council member, will coordinate making a giant scarecrow approved by the town; to be located at the gazebo across from the Fire Station on West Street.
   4. Scarecrows will be made at the end of August.
   5. Soliciting prizes from businesses outside #inthedistrict: the event supports the entire town. Information sheet being developed.
   6. Distribution of flyers announcing the event: in process
3. Many events are planned throughout the 6 weeks; check update sheet. We are eager for other towns and Friends to participate as well. Add coloring sheet to your personal FB page if you wish.

**New Business**

1. Nonprofit status:JD: At Executive Committee meeting, ways to qualify for grants were considered; becoming an independent nonprofit seems to be the best way to move forward.
   1. CCD will remain a member of Cromwell’s alliance of art groups but will not be a division of CAA.
   2. The downtown fence painting will be an example of the way the groups will work together to build a richer community.
2. Richard Donohue is doing a history of Rose Town; a conversation with Richard prompted KA to use roses for one of the Dugouts.

**For the Good of the Organization**

MB: He is working to put together a classroom activity that puts artists through the steps of branding so that they can sell art as well as create it. Class would be in person when possible; perhaps virtual as well. He would like CCD to sponsor, along with CAA and CCT. It might help get more artists cycling into CCD.

**Adjournment**

MB moved to adjourn at 10:04 am. JF seconded. All in favor. Motion passed.

Respectfully submitted,

Joan Pendleton, secretary

Meetings for CCD in 2020 and 2021 will be held on the third Saturday of the month at 9:00 am in the Senior Center dining room. They will be held by teleconference while Covid-19 restrictions are in place.

**2020**

August 15

September 26 [fourth Saturday]

October 17

November 21

December 12 [second Saturday]

*Please note change for December meeting.*

**2021**

January 16

February 20

March 20

April 17

May 15

June 19

July 17

August 21

September 18

October 16

November 20

December 11 [second Saturday]

Meetings for CAA in 2020 will be held on the first Monday of the month at 6:00 pm in the Cromwell High School media room. They are also being held virtually for now.

August 3

September 14 [second Monday]

October 5

November 2

December 7

**To-Do List**

All members:

1. Keep track of your volunteer hours for CCD and report to RM at the end of the month.
2. Offer ideas to AG about community needs and ways to help, both during this shutdown and afterwards, as well as ways to keep CCD strong.
3. Check the membership list in Dropbox for information you can add.
4. 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.
5. Visit Pierson Park and take photos with the dugouts; post to Facebook; tag CCD.
6. Post Scarecrow picture on your Facebook page once print stories are released; let others know about coloring contest.

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

JD: Get information on Amazon community contributions.

JF: Write dugout wrap-up story.