



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 (Teleconference)

June 19, 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), Kaya Anderson (KA)

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

Public Comments: None

Chair's Report (James Demetriades):

1. Possibility of moving back to in-person meetings: considering hybrid meetings, with some members attending in person, others via phone or Zoom (DS has offered his access). Question of wi-fi availability and bandwidth at Senior Center; AG offered a conference room that seats twelve. JD will check on wi-fi before decision is made.

Vice Chair's Report (Ann Grasso):

1. Birdies for Charity: last day for donation June 27; a minimum of \$10.00 is acceptable and all members are encouraged to participate even though members already donate time and in-kind gifts. This opportunity gets a 15% addition of funds. Right now, CCD is almost at \$1,000 in donations with a bump of \$150.00 by Webster Bank.
2. Community Foundation of Middlesex County's grant cycle approaching: if anyone has ideas about projects worthy of funding, please contact AG.
3. Interviews of Friends and business owners #inthedistrict continue.

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4. Welcome Packets will start to be distributed with the mayor mid-July; new and established businesses will be included in this first distribution; only new businesses going forward.

Treasurer's Report (Susan Sundell)

1. Balance in CCD checking account: \$1820.42 as of June 19.
2. Expenditures since last meeting: \$2389
 - a. Brochure: \$500
 - b. Letterhead \$446
 - c. Tiles for Paint-by-Number: \$700
 - d. Insurance: \$404
 - e. Paint for Sensory Path: \$339
3. Donations received since last meeting:
 - a. Cash: \$10
 - b. In-kind: \$484
 - c. Birdies for Charity: \$915
4. Donations year-to-date:
 - a. Cash: \$2190
 - b. In-kind: \$1302
 - c. Birdies for Charity: \$915
5. Donations since inception
 - a. Cash: \$11,833
 - b. In-kind: \$4755

KD reported an additional \$115 in cash sales from June 18 Farmers Market.

COMMITTEE REPORTS

Publicity (Katie Daigle)

1. Print Media
 - a. *Rare Reminder*: Rock Hunt winners article and Birdies for Charity ad
 - b. *Cromwell Chronicle* and *Cromwell Life* continue to print monthly CCD Interview series; June issues both featured an article about ARCY's mural on Cromwell Energy building.
2. Social Media
 - a. CCD FB page increased to 679 Likes (up by 3), and 726 followers (up by 7), still steady growth each month
 - b. CCD gained 12 Instagram followers, now at 108.

- c. Posts this month focused on hyping Rock Hunt event and announcing winners; Birdies for Charity; and announcing CCD at Farmers Market on June 18
3. Website: no update. AG: site designed to be stable so that doesn't need regular updates; will be updated for block party. Question re use of TikTok; JD: perhaps not best for CCD's purposes.
4. Other projects:
 - a. Birdies for Charity request for donations sent out on MailChimp
 - b. Newsletter for spring/summer: articles being reviewed, aim to release by end of month

CAA Liaison Report (Rosemary Matus)

1. Gifts mailed to Rock Hunt winners
2. Guitar concert workshop and concert July 11. Picnic after workshop; concert to start 5:30-6:00.
3. Scholarship application deadline was June 1.
4. CAA will participate in CCD block party.
5. CCT getting new life: Connecticut Cabaret closed, and members interested in working with CCT.
6. CAA will continue to work with CCD on Farmers Market events.

OLD BUSINESS

1. Insurance: General liability policy purchased for \$404; covers CCD for up to \$1 million for events, work involving structures; includes medical expenses.
2. Memorial Day Parade: canceled because of rain. Al Waters and American Legion worked hard on planning, but safety was a concern.
3. Business Associates: no report
4. Murals
 - a. Rail 99 (JF): building being repaired and prepared; painting will begin when Sensory Path is done. Volunteer painters needed. Biggest concern is not painting of silhouettes but of railroad station building, which is high on the structure; a ladder, staging, or lift will be needed, as well as someone who can paint on those. Work will be done on Wednesdays-Saturdays, five to six days total, most likely. Potential painting dates will be chosen and publicized in seeking volunteers.
 - b. Pride Crosswalk (JD): The idea was presented to the Town Council, with support from the LGBTQ Committee; the Diversity, Equity, and Inclusion Committee; and Youth Services. The town manager and police chief believe it is not legal. Town manager suggested having Pride festival at riverfront. Mayor suggested finding other private/town property where crosswalk could be painted.

- i. DS suggested crosswalk near Farmers Market.
 - ii. KD: there are towns where murals can be painted in parking spaces. Question of which groups would be allowed to participate. AG: Consider this for groups recognized by town: nonprofits and committees/commissions?
 - iii. KD: refer to Cromwell Pride—all Cromwell groups
 - iv. JD: Will get ball rolling on the parking spot idea; town should choose parking lot.
 - v. AG: CCD promoting idea; should CCD go to town with the plan?
 - c. Sensory path (JF): almost finished, work done by JF, JB, RM, and Julie Phillips, Mercy student, who brought her sisters to help.
 - i. Well received by parents, children; getting lots of interest.
 - ii. Two more activities will be added.
 - d. Wings/mascots for selfies (KA): sketches will be ready by afternoon to send to Town Manager in advance of meeting with him.
 - i. Using butterfly for now; mascots at a later date
 - ii. Will eventually have both permanent and portable installations
 - iii. RM: Farmers Market would be a good place to have one
 - iv. DS: group of rising 8th graders from Independent Day School in Middlefield who are committed to doing service work around the community might help.
 - e. Paint-by-Number (AG): Tiles are cut; need to get to Erin Trousdale and find storage in the meantime (JD might be able to store).
5. Audio Tour: Richard Donohue finished script; DS will record introduction.
- a. Some recording to be done at Historical Society with professional equipment.
 - b. JD is working on website for the tour; listing houses to be included.
6. Block party
- a. Name will be Cromwell Creative District Block Party: A Taste of the Arts
 - b. Jennifer Lepore coordinating color run and 5K (where the path will be)
 - c. KD will work on posters
 - d. Mike Brillas and Jen Tallman will be pricing/purchasing materials for their interactive activity
 - e. DS: Independent Day School students can also help at block party, such as by getting chairs, tables ready; whatever is needed
 - f. AG: T-shirts: possibility of using new company at Willowbrook Plaza (or another company) to create shirts with CCD colors and with CCD Volunteer on front; sizes for both adults and kids. Someone on block party committee needs to coordinate.
 - g. Pierson Park parking lot will most likely be location; best for parking, flow, tables

7. Farmers Market
 - a. June 18 was first market; KD and Rosemarie Libera from CAA ran the booth. AG donated hats that said "Yes, you are creative," and these were offered for decorating for \$5. Markers were provided.
 - b. Feedback: people expressed appreciation for CCD and CAA activities, including rock hunt. Hats will be at next CCD Farmers Market appearance as well. A resident offered a button-making opportunity. Hats could be available at block party.
8. Fundraising:
 - a. Birdies: discussed in Vice Chair report
 - b. Student Group (KA): Posters and announcements made at high school for student volunteers to help fundraise; Youth Services also contacted.
 - i. JD: wondered whether students could also go to various businesses to discuss basket raffle
9. Scarecrow Swap 2021 (KA): preparations for event underway: materials, publicity being planned. Swap includes businesses inside and outside #inthedistrict—involves more people.

NEW BUSINESS

Nothing this month

Approval of Minutes

JF moved that the minutes of May 15, 2021, be accepted; JB seconded. All in favor. Motion passed.

For the Good of the Organization

RM offered praise for the concise minutes each month.

Adjournment

AG moved that the meeting be adjourned; JB seconded. All in favor; motion passed. Meeting adjourned at 10:14 am.

Respectfully submitted,

Joan Pendleton, secretary

To-Do List

All Members and Friends:

1. Remember that contributions to Birdies for Charity–CCD can be made through June 27. \$10 minimum. Webster Bank adds 15% to donations.
2. Contact JD if you are interested in helping with block party organizing.
3. Contact JF if you can help paint Rail 99 mural.
4. Contact AG if you can suggest a project manager for the Paint by Number project–or are interested yourself.
5. Remind people about Coffeehouse (still streaming) and possibility of a small donation.
6. Contact AG if you are willing to write up interviews.
7. Offer ideas to AG about community needs and ways to help, as well as ways to keep CCD strong.
8. Think about family and friends who might be interested in joining CCD and recruit them. There is a Friends category, which indicates support for the organization but not active membership.
9. 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.

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

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

July 17	October 16
August 21	November 20
September 18	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

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2021

July 5

August 2

September 13 [second Monday]

October 4

November 1

December 6