



# CROMWELL CREATIVE DISTRICT

Town of Cromwell - Mayor's Office, Attn. Cromwell Creative District  
41 West Street, Cromwell, CT 06416

[www.cromwellcreativedistrict.org/](http://www.cromwellcreativedistrict.org/) [cromwellcreativedistrict@gmail.com](mailto:cromwellcreativedistrict@gmail.com)

## Meeting Minutes (Teleconference)

December 12, 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), Joan Foose (JF), Joan Bent (JB), Katie Daigle (KD), Carin Bernard (CB)

**Approval of the Agenda:** AG moved to approve the agenda; RM seconded. All in favor; motion passed.

**Public Comments:** Carin Bernard introduced herself as a new member. She works full time and spends weekends on her art. Her website is [carinistaart.com](http://carinistaart.com).

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

1. The most important news is that CCD officially received 501(c)3 status effective November 24. Among other benefits, this allows sales tax exemptions, will let the organization apply for federal grants, and will help the organization be more effective.
  - a. When the official letter is received, JD will register CCD as a state charity and put the group on the state charity list.
2. AG gave a presentation to the Town Council to have the space study include nonprofits; this will allow the town to determine what space might be available to meet the needs of these groups.
3. The town minutes/records designate CCD as Cromwell Creative Arts District rather than as Cromwell Creative District. JD will ask Town Council to approve a change to reflect the organization's correct name.
4. Rainbow crosswalk: As reported at the last meeting, the Town Manager feels these are not allowed, but JD has a call in to the Middletown mayor to see how the city was able to paint them.

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

1. AG worked with KD on publicity issues.
2. Mark Gagner has agreed to be treasurer; has an office in the district.
3. AG worked on idea of Business Associates program.
  - a. The first step: the Business Associates in conjunction with CCD will create a survey to offer to businesses: to find out how CCD can support them.
4. CCD will hear about the grant from Community Foundation of Middlesex County on December 28.

### **Treasurer's Report (Rosemary Matus)**

1. Balance is \$2528.70.
2. Donations in 2020 to date are \$6,263.25. Recent donation has been received from RM; Joanne Golden gave donation for prize money, stamps, and other supplies for the Holiday Decorating Contest.

## **COMMITTEE REPORTS**

### **Membership (Erika Doolittle)**

No report in Erika's absence.

### **Publicity (Katie Daigle)**

1. **Press releases:** No new press releases printed. In *Rare Reminder*, secretary ad is still running; it might be helpful to advertise for new Friends and members.
  - a. AG and KD had a phone call with Mark DePaolo about various issues regarding CCD, how it is doing. He clarified the deadlines for the publications.
  - b. Decorating Contest winners will be decided December 13; press release can go out for that soon.
  - c. Members should notify KD if they want a press release to go out.
2. **Social media:** Facebook postings on Veterans Day, Holiday Decorating Contest, Thank You tokens. Much engagement on Decorating Contest posts. RM: postings may have been responsible for increase in Christmas lightings.
  - a. Seventy-five new "likes" for Facebook page this month.
  - b. Website: Updated with Holiday Decorating Contest information.
    - i. Need to announce nonprofit status
    - ii. Need to update homepage banner
3. **Newsletter:** KD has started working on it. Has articles on kindness rocks, dugouts, space assessment, Scarecrow Search, Holiday Decorating Contest.
  - a. New nonprofit status should be the headline article.
  - b. Nonprofit status should also get attention in a press release in January.
  - c. RM will provide list of donors for newsletter.

**CAA REPORT:** tabled until next month.

## **OLD BUSINESS**

1. **Virtual coffeehouse:** moving ahead with this project.
  - a. Need volunteers for ad hoc committee. KD, CB, RM, JF volunteered; Joanne Golden most likely as well.
  - b. Videos will be collected and edited.
  - c. Images of artworks will be interspersed between acts; artist will submit text for narrative to be read.
2. **Audio tour:** Richard Donohue sending Christmas cards asking people to respond to letters of permission.
  - a. After Christmas, JD and Richard Donohue will work on scripts and audio.
  - b. JD made personal donation to Historical Society to thank them for donation of postcards.
3. **Holiday decorating:** On December 11, cars with the judges drove around the district taking pictures. They noted many more lights than last year, most likely due to people being home, mild weather, and publicity.
  - a. Main Street and businesses did more than last year also, though not as much as residences.
  - b. RM described judging process.
  - c. Joanne Golden donated money for stamps, prizes, supplies.

## **NEW BUSINESS**

1. **Revisit fundraising ideas:** Have treasurer run fundraising committee for new ideas.
  - a. Reach out to previous donors, specifically, with personal notes, handwritten envelopes.
  - b. Direct ask in February.
  - c. AG will put together points for a fundraising letter; others may craft.

### **Approval of the Minutes**

KD moved for approval of the October minutes; JF seconded. All in favor; motion passed. AG moved for approval of the November minutes; JB seconded. All in favor; motion passed.

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

JD offered holiday wishes to everyone.

## Adjournment

The meeting was adjourned at 9:51 am.

Respectfully submitted,  
Joan Pendleton, secretary

Meetings for CCD in 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.

### 2021

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

Meetings for CAA in 2021 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.

### 2021

January 4	July 5
February 1	August 2
March 1	September 13
April 5	October 4
May 3	November 1
June 7	December 6

## 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 afterward, as well as ways to keep CCD strong.
3. 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.
4. Consider possible methods of fundraising to be discussed at future meetings; think about joining the strategic planning group.

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

JD: Talk to Middletown mayor about crosswalks.

JP: send thank you letters for in-kind gifts