



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)

April 18, 2020

9:00 am

Call to Order: The teleconference was called to order at 9:04 am.

Present: James Demetriades (JD), Ann Grasso (AG), Rosemary Matus (RM), Joan Pendleton (JP), Micheal Brillas (MB), Jennifer Tallman (JT), Pat Branciforte (PB), Joan Foose (JF), Erin Trousdale (ET)

Approval of the Agenda: PB moved that the agenda be adopted. RM seconded. All in favor. The motion passed.

Public Comments: No public comments.

Chair’s Report (James Demetriades):

1. JD asked Lou Spina, Director of Public Works, at the Town Council meeting about prepping dugouts for the mural project. AG followed up with him.
2. All projects on the town side that are not yet approved are on hold. Events can move forward if they don’t need or already have town approval.
3. JD will be discussing with Scott at Cromwell Energy the possibility of painting a mural on the building.
4. JD posted on Facebook information about Big Deal Plus Size Consignment, which is selling bandanas and face masks curbside.
5. CCD paid for pizza for town staff members who are still working.

Vice Chair’s Report (Ann Grasso):

1. AG helped engineer the gift of pizza slices to town staff members; a pizza party itself became impossible when Sal Nesci decided open boxes wouldn’t be allowed. Vouchers for individual pizzas were provided instead, and AG made labels with CCD branding to include with them.
2. AG has ordered a die cut for hearts as well as Tyvek (weatherproof material) to share CCD’s appreciation for essential workers. Details on implementation are still being worked out.
3. Another possible thank you project is in the works.
4. Members are invited to share ideas on bolstering #inthedistrict.

Rethink How You See Cromwell

5. Dugouts: Lou Spina contacted AG to get details on specific paints for the dugouts; his division will prep the dugouts for painting.
6. The high school art teacher, Jonathan Fiske, will not be able to help select paint colors and process quantities now that schools are closed.
7. Kaya Anderson has tweaked the dugout murals as required; he broke his nose in trampoline accident but hasn't been able to get it fixed because of coronavirus restrictions on non-emergency procedures.
8. AG has calculated the square footage of paint required and has spoken with Sherwin Williams about cost per gallon and quart—estimate needed for AARP grant request. The town may also pay for the paint, but using grant money would be a help to the town.
9. Erin Trousdale is thanked for her work to finalize preparation of the paint-by-number mural; she will be able to have it ready by May 10.
10. At CAA April meeting, RoseMarie Libera suggested that CCD provide the art this summer at the Farmers Market because she has not had time to contact and line up artists. The paint-by-number mural is a possibility for this. AG did not commit; if it is to happen, CCD will need volunteers for the tent and help with the coordination of painting. Much will depend on pandemic/social distancing regulations in place at the time. [Note: since this meeting, the Cromwell Farmers Market has been canceled for summer 2020.]
11. Scarecrow Project: The committee (AG, JT, JF, and Erika Doolittle) have had conference calls this month; information in Dropbox. JF has sourced and priced straw bales for stuffing the scarecrows, allowing estimates for grant requests.
12. AARP Grant: AG and Julie Petrella have worked on content; Julie did the writing and condensing to meet word limitations; JP edited; JD offered content clarifications. Grant will be sent to Amy Saada for her review before sending to AARP (May 15 deadline).

Treasurer's Report (Rosemary Matus)

1. The current balance is \$2,879.77, with an outstanding check of \$250, leaving \$2,629.77
2. In addition, there is \$163.55 in the PayPal account, and MB initiated its transfer to the checking account. RM will transfer funds from PayPal to checking every month before the meeting.

Publicity (Amanda Drew)

1. AD not in attendance but JD is working with her on the newsletter; he hopes to get it distributed soon. Discussion on this will continue at Executive Committee meeting.

Social Media (Micheal Brillas)

1. JD had the survey from Americans for the Arts (received from Windham Arts) placed on the Facebook page. It would be good for all members to fill out the survey for individuals; JD will fill out for the organization.

Membership (Erika Doolittle)

1. AG: Membership list is in CCD Dropbox; please check blank spaces for missing information you can contribute.

Bylaws Subcommittee

1. Final bylaws were approved by Executive Committee after review by membership.
2. Final bylaws were submitted to CAA and approved.

Old Business

Bylaws—discussed above.

New Business

1. Digital outreach: JD: It's important to use digital platforms during this time; CCD needs an active presence to create synergy.
 - a. MB: postings can be scheduled; main challenge is to get content created for Twitter and Instagram. Members can provide lists of short statements and put them in one document; pictures are needed as well, especially of historic and commercial sites #inthedistrict. AG will contact photographer; JD will write captions.
 - b. Content generation requires effort; reiterate the same thing in different ways. Use hashtag, tagline—for branding.
 - c. AG: another suggestion is to show what members are doing, such as making masks for senior center and others.
2. Event Ideas for Quarantine: RM suggests leaving rocks with uplifting messages and CCD logo in areas frequented by walkers (as is being done by others).
 - a. MB: Instead of Facebook Live event showing how to paint rocks, have a contest where ten (or thirty or more) rocks are left in certain areas; take pictures of them. Residents can look for them and take pictures when they find them—idea is to find at least ten. Rocks will be left for others to find.
 - b. Every rock will have the letters CCD (not necessarily the logo) clearly visible on top and #inthedistrict written with marker on the bottom.
 - c. Members and residents can also upload pictures of rocks others have painted and left in town.
 - d. Places to leave them: in the district, at the dugouts, Pierson Coal building, sidewalks near businesses, along the river, cemetery. Also other places where walkers go in the town: high school, middle school.
 - e. JT and JF will help RM by painting rocks and placing them. RM will be the “clearing house” to receive pictures and pass on to MB for Facebook page.

Approval of the March 21, 2020, Minutes

Correction to spelling of Joan Foose's name. RM moved that the minutes of the March 21, 2020, meeting be approved as amended; AG seconded. All in favor. Motion passed.

For the Good of the Organization

Nothing offered.

Adjournment

MB moved to adjourn at 10:08 am. JF seconded. All in favor. Motion passed.

Respectfully submitted,
Joan Pendleton, secretary

Meetings for CCD in 2020 will be held on the third Saturday of the month at 9:00 am in the Senior Center dining room.

May 16

June 20

July 18

August 15

Please note change for December meeting.

September 26 [fourth Saturday]

October 17

November 21

December 12 [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.

May 4

June 1

July 6

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. Fill out survey for individuals from Americans for the Arts that was emailed and is also featured on CCD Facebook page.

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

JD:

1. Further discussions with Cromwell Energy about mural.
2. Fill out survey from Americans for the Arts for organizations on behalf of CCD.

AG:

Contact photographer about photos #inthedistrict for social media.