



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)

September 18, 2021

9:00 am

Call to Order: The meeting was called to order at 9:04 am by vice chair Ann Grasso; chair James Demetriades was absent.

Present: Ann Grasso (AG), Joan Pendleton (JP), Susan Sundell (SS), Joan Foose (JF), Katie Daigle (KD), David Sizemore (DS), Joan Bent (JB), Sweata Giri (SG), Karen Ambler (KA)

Approval of the Agenda: DS moved that the agenda be accepted; JF seconded. All in favor; motion passed.

Public Comments: None

Chair's Report (Report read by JP):

1. Audio tour: script written and edited; final version approved for recording. DS will record introduction. Janet Argento has taken photos for website.
2. Block party final memo being prepared.
3. Historical Society Holiday Open House: this year it will be an outdoor porch/front yard event. It is unclear whether outside groups will be asked to participate. If so, CCD will be asked to work on a display.

Vice Chair's Report (Ann Grasso):

1. Various grants being reviewed; Julie Petrella not available for grant writing until perhaps first of the year. AG reaching out to Cynthia Bulaong for possible input. Members asked to suggest others who could help write grants. There is an AARP grant with an October 5 deadline; \$5000 cap.
2. AG to reach out to Stanley Nowak regarding hanging the Pollack-like CCD canvas created at the block party by Mike Brillas on the back of either Mitchell's or Impact Martial Arts building. Issue of how to hang canvas so that it is affixed but neither building nor canvas is damaged.

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3. Possible participation in Cromwell Childrens Coalition pumpkin carving contest: Pumpkins in Park being combined with PTO Trick R Trunk (October 23). Carved or otherwise decorated pumpkins can be submitted (must be individually purchased). KA, JF, AG, SG, and perhaps others will try to submit on behalf of CCD.

Treasurer's Report (Susan Sundell)

1. Balance in CCD checking account: \$4279.52. Returned petty cash to balance.
2. Expenditures since last meeting: \$100 for Scarecrow Swap, \$69 for block party trash bins, \$0.63 PayPal fees.
3. Donations since last meeting: \$255. Also received funds from Color Run, Scarecrow Swap, block party raffle, hat sales, and Farmers Market hat painting.
4. AG commented that CCD is keeping its coffers robust despite holding events with no fees and no dues for Members or Friends.

COMMITTEE REPORTS

Membership (Joan Foose, Interim chair)

Block party brought in more Friends: now 225. One new member.

Publicity (Katie Daigle, Chair)

1. Print Media
 - a. *Rare Reminder* 8/26 issue: Coloring Contest; 9/2 issue: CCD Call for Members; 9/9 issue: Coloring Contest again and CCD Call for Members; 9/16 CCD Call for Members
 - b. *Cromwell Chronicle* Sept issue: Front-page article on Rail 99 Mural; CCD Call for Members
 - i. Offered Scarecrow Swap press release with photo for October issue
 - c. *Cromwell Life* Sept issue: Sensory Path article with color photos; CCC article mentions CCD
 - i. Offered Scarecrow Swap press release with photo; and Zoom with Santa press release with photo for Oct issue
2. Social Media
 - a. Social Media posts this month focused on the CCD block party, and Scarecrow Swap Coloring Contest. Also posted about Joan Foose painting mural at IDS; Posted about Zoom session with Santa on 9/16 (100 days until Xmas).
 - i. CCD FB page: 21 new Page Likes over the past 28 days (763 total), 26 new Followers
 - b. CCD Instagram page now has 143 followers, up 30 from last month's report!
 - c. Future posts will announce: Coloring Contest winners; Scarecrow Swap event details; Swap winners; future fall/winter CCD events

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3. Still considering TikTok.

Nominating Committee (Joan Foose)

1. Nominating committee consists of JF, JB, JP.
2. All current officers and committee chairs are eligible to serve again and are being nominated. JB has been nominated as Membership Chair. Members may nominate themselves or others for any officer or chair position by contacting a member of the Nominating Committee. Nominations will also be taken at the October meeting. All names proffered will be on the slate presented in November (those nominated must agree to serve).

CAA Liaison Report (Rosemary Matus)

No report in Rosemary's absence. CAA did not meet this month.

OLD BUSINESS

1. Business Associates: AG: A number of people are willing to go to businesses with the mayor. Schedule being set up.
2. Murals: Wings/mascots for selfies: Kaya Anderson will update at a later meeting.
3. Farmers Market: Now that CCD has a tent, should it have a presence separate from CAA? Someone would have to take a leadership position on it.
4. Fundraising: Kaya Anderson will update on student group at a later meeting.
5. Scarecrow Swap 2021: AG
 - a. Fewer businesses #inthedistrict participating this year, but with businesses outside the district as part of the Swap, there are more in total this year. So far 22 businesses #inthedistrict and 22 partners.
 - b. CCD has become known in town; when visiting new businesses, they are already aware of what CCD is and has done.
 - c. Dates are October 2-30.
 - d. Grand prize is a large basket made by Donna Bernstein, including a little scarecrow; winner will be the first person who finds all scarecrows. Four \$25 coupons to restaurants #inthedistrict will also be given.
 - e. Drawing will be held for coloring prizes; four \$25 checks.

NEW BUSINESS

1. Holiday house decorating contest: check with Rosemary Matus and Joanne Golden. Someone else needs to assume responsibility if they are not going to do it—program worth continuing.
2. Luminaries: CCCWC will not do it this year; will be a project for 2022.
3. Allan Spotts's idea of reviving holiday at train station event: for next year.

Approval of Minutes

JF moved that the minutes of August 21, 2021, be accepted; JB seconded. All in favor. Motion passed.

For the Good of the Organization

1. SG proposed adding some variety to events by including pets: in costume contests, other events. She is a canine physical therapist; could coordinate with pet businesses #inthedistrict. For pumpkin carving contest: include pet carvings or paintings.
 - a. DS: Have pet day at Farmers Market before "Clear the Shelters" day
 - b. KA: Farmers Market does have one day dedicated to pets
 - c. Issue with pets is that they must always be kept separate from people who are uncomfortable with them.
2. Karen Ambler introduced herself as the teacher who started the Poem in a Pocket program in the school district; has now moved to preschool program. Born and raised in Cromwell; raised her children in the town. Willing to be CCD liaison to school district.
3. Block party might attract more people if it had children's programming: could work with PTO. There could also be a pet area if it were cordoned off.
4. CCD's intention is to continue block party; James Demetriades sees it as a precursor to bringing back Riverport festival.
5. DS: Noted that news coverage of town manager's contract renewal mentioned his support of CCD and the work it does.
6. DS: Acknowledged and thanked JF for work done at Independent Day School to create a mural for the Early Childhood Commons; dedication September 29. JF and students painted a mural featuring a tree, which is a special emblem for IDS. DS hopes that partnership between IDS and CCD will continue.
7. AG, speaking as member of Diversity, Equity, and Inclusion Committee reported that the committee is reaching out to various groups in town to promote Cromwell Considers, a community conversation to foster diversity, equity, and inclusion. The flyer for this program will be attached to the email that includes the minutes. Kickoff is September 26 at Pierson Park, 1-3 pm; residents are encouraged to sign up for conversation groups. It will be educational, not strident; professional facilitators will run the program.

Adjournment

DS moved that the meeting be adjourned at 10:00; JF seconded. All in favor; motion passed.

Respectfully submitted,

Joan Pendleton, secretary

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To-Do List

All Members and Friends:

1. Consider whether you would like to be nominated for office or have someone else in mind; if so, contact a Nominating Committee member.
2. If interested, carve or decorate a pumpkin for Trick R Trunk (October 23).
3. Consider participating in Cromwell Considers conversations.
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.
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 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

October 16
November 20

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

2021

October 4
November 1

December 6

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