



CROMWELL CREATIVE DISTRICT

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

www.cromwellcreativedistrict.org/ cromwellcreativedistrict@gmail.com

Meeting Minutes (Teleconference)

January 16, 2021

9:00 am

Call to Order: The teleconference was called to order at 9:06 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), David Sizemore (DS), Erin Trousdale (ET), Poonam Agrawal (PA), Kaya Anderson (KA)

Approval of the Agenda: JD proposed additions to the agenda to discuss a strategic planning meeting, programming, and nomination/election of a treasurer. JB moved that the agenda be amended; JF seconded. All in favor; motion passed. RM moved that the amended agenda be approved; AG seconded. All in favor; motion passed.

Public Comments: David Sizemore introduced himself as being eager to learn about CCD and to help; he has a new LLC (www.davidsizemorellc.com) where he portrays Santa (seasonally) and does voiceover work. During the pandemic, the Santa work was via video. In the past, he has been Santa on the Essex Steam Train.

Poonam Agrawal was introduced by AG as being very active in the Scarecrow Search; she is interested in art and would like to help with programs.

Chair's Report (James Demetriades):

This has been a busy month transitioning to nonprofit status. Looking forward to a robust 2021.

Vice Chair's Report (Ann Grasso):

1. New letterhead ordered; removes CAA affiliation and shows nonprofit status.
2. Grants: Did not receive grant from Community Foundation of Middlesex County for paint-by-number mural. AG talked to Thayer Talbott, who said that the programs funded this year were related to Covid. In normal times, murals

Rethink How You See Cromwell

Cromwell Creative District is a registered 501(c)3 nonprofit organization

would be considered for funding. Julie Petrella is looking into a grant from Walmart.

3. Murals

- a. JF is chair of the Rail 99 mural group; JB also a member. JF: will contact restaurant; her vision is for silhouettes of people waiting for a train—businesspeople, families; sitting, standing. Idea of train station. Train in distance.
- b. KD is chair of Cromwell Energy mural group; CB also a member. KD: Cromwell Energy wants dinosaurs on mural, play on fossil fuels; also wants sunflowers incorporated. Sketches and timeline to be developed; she will present them with some ideas.
- c. PA will help with murals, and others will be enlisted as the groups organize. KA will help with student support for painting. Jen Tallman has a new business, Tallman 3D Arts (<http://t3d-arts.com/>); she will help with dinosaur mural as time allows.
- d. Paint-by-number mural being coordinated by ET. Image won't be shown in advance (issue for Kickstarter); much prep work to be done.
- e. AG: Insurance needs to be factored in.

Treasurer's Report (Mark Gagner, not in attendance)

1. Transition to new bank account and new treasurer in progress.
2. Balance in new CCD account \$2100. Funds remain in the old account (affiliated with CAA) and in PayPal; full report next month.

COMMITTEE REPORTS

Membership (Erika Doolittle)

No report in Erika's absence.

Publicity (Katie Daigle)

1. Print Media:
 - a. *Rare Reminder* printed Holiday Contest winners with photos; request for CCD Secretary has finally been removed from *Rare Reminder*. Notice about welcoming new members will be added.
 - b. *Cromwell Chronicle* January issue printed front-page article about how CCD has continued to thrive during pandemic, thanks to Ann's interview with Mark DiPaola; this issue also included holiday contest winners announcement with large photos. February issue will feature virtual coffeehouse.

- c. Coffeehouse Call for Performers sent to *Cromwell Life, Chronicle/Rare Reminder, Middletown Press, Cromwell Senior Center Newsletter, Shoreline Arts, Middlesex Chamber of Commerce, and Boceto Media*; also on town electronic billboard.
- 2. Social Media:
 - a. More than 3,000 views of Facebook posts; 25 new likes for page; 650 post engagements.
 - b. Coffeehouse poster calling for performers pinned to top of Facebook page.
- 3. Other Projects
 - a. Newsletter was sent out Saturday, January 9. Went to 178 recipients, compared to 106 last spring.
 - b. Newsletter will be issued twice a year, January and June.
- 4. Website (Carin Bernard)
 - a. Updated Events page; coffeehouse flyer on top. Home page links to more coffeehouse information on Events page.
 - b. Worked on improving overall appearance.
 - c. Tweaked donation page so that contact info didn't have to be entered twice for PayPal.

OLD BUSINESS

- 1. Kickstarter/fundraising
 - a. JD: How to approach Kickstarter: ask for donation to entire project or for, perhaps, donation to buy a can of paint? Buy a tile for paint-by-number?
 - b. Three campaigns or one for murals?
 - i. Separate campaigns allow businesses to let their customers know about project/campaign.
 - ii. Some people will have more affinity for one project over another.
 - c. AG moved to have three separate Kickstarter campaigns; KD seconded. All in favor; motion passed.
 - d. Other fundraising: revisit restaurant fundraisers when things open up; coffeehouse is fundraiser.
- 2. Audio Tour: Richard Donohue trying to get in touch with last few homeowners; then he and JD will get ready to record, learn software.
- 3. Virtual coffeehouse
 - a. Posters and flyers being distributed.
 - b. Two people already signed up.

- c. At next committee meeting, decisions about how much to charge, finalizing second poster (how viewing will work).

NEW BUSINESS

1. Suggested change in name of Friends donor level; currently set at \$100, but CCD also has Membership level of Friends, which requires no donation or dues—leads to confusion.
 - a. Suggested change from Friend to Supporter for \$100 level.
 - b. Also change \$5,000-level Business Underwriter to Corporate Sponsor.
 - c. KD moved that Friend level be changed to Supporter and Business Underwriter to Corporate Sponsor; CB seconded. All in favor; motion passed.
2. Request to Town Council for Funds
 - a. CCD's first year of doing so
 - b. RM: CAA asked for \$2,000; list what has been done in past year, but don't need to identify what funds will be used for. Start higher rather than lower.
 - c. RM: Treasurer or vice chair should write letter; JD will abstain from vote because of conflict of interest.
 - d. AG moved that CCD ask Town Council for \$2,000 funding; RM seconded. All in favor; motion passed.
3. Meetings for Strategic Planning and Programming
 - a. Strategic planning: for long-term goals, 5 years, 10 years; formulate goals and review metrics; all officers are part of meeting; others should email JD if interested in being part of planning.
 - b. Programming: more immediate, plans for next year, month-by-month programs. RM will participate, because CAA would like CCD participation in some of its programs. Email JD if interested in being part of this meeting.
4. Formalizing Treasurer position
 - a. Bylaws allow officers to name interim treasurer: Mark Gagner
 - b. Bylaws require formation of nominating committee to find permanent treasurer; to include Membership chair (or designee) and two others. JP and KD volunteered; JD will contact Erika Doolittle.

CAA Liaison Report (Rosemary Matus)

1. CAA is updating website.
2. Still looking for contributions to Covid-19 time capsule.
3. Programming meeting scheduled events for every month; several should include CCD
 - a. May: rock hunt
 - b. October: Art Appreciation Day

Approval of the Minutes

JF moved for approval of the December minutes; AG seconded. All in favor; motion passed.

For the Good of the Organization

CB suggested virtual auction of visual artworks; a proportion (20%?) would go to CCD. AG: There are auction houses that do this for larger nonprofits, so there is a boilerplate out there for the concept. Need to figure out what will work for CCD.

Adjournment

JB moved that the meeting be adjourned; JF seconded. All in favor; motion passed. Meeting adjourned at 10:03 am.

Respectfully submitted,
Joan Pendleton, secretary

To-Do List

All members:

1. Let JD know if you would like to join the strategic planning group or programming group.
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. 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: Report on iMovie usage and payment portal for virtual coffeehouse
Contact Erika Doolittle about nominating committee
Assign someone to write funding request to Town Council
Talk to Middletown mayor about crosswalks.

AG & CB: explore virtual auction possibility

Mural groups: Timelines; sketches for business approval and Kickstarter; recruit additional members

Future Meetings

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

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

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, as a Zoom call: Phone number: 1-646-558-8656, Meeting ID: 998 0261 9219, Password: 990451

2021

February 1	August 2
March 1	September 13 [second Monday]
April 5	October 4
May 3	November 1
June 7	December 6
July 5	