



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 (Videoconference)

November 20, 2021

9:00 am

Call to Order: The meeting was called to order at 9:04 am by chair James Demetriades (JD).

Present: Ann Grasso (AG), Rosemary Matus (RM), Joan Bent (JB), Susan Sundell (SS), Joan Foose (JF), Katie Daigle (KD), David Sizemore (DS), Donna Bernstein (DB), Dana Lucisano (DL)

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

Approval of Temporary Secretary: JF moved that JB be approved as temporary secretary for this meeting; DL seconded. All in favor; motion passed.

Public Comments: None

Chair's Report (James Demetriades):

1. Audio Tour: With pictures of houses. Trial run upon completion probably Jan/Feb 2022 with CCD members.
2. Prospect of holding Coffeehouse this year virtual or in person. Virtual payment gate and possible hybrid for this event. Continue discussion next meeting.

Vice Chair's Report (Ann Grasso):

1. Thanks to David Sizemore for providing CCD his Zoom platform for several months.
2. Collaborations with other nonprofits: Dec. 4, 4-8 (Rain date Dec. 11). CCD is providing a wreath for the Historical Society's outdoor event held at 395 Main St., Stevens-Frisbie House. DB is spearheading the wreath making.
 - a. CCD promotes the work of other nonprofits, so hope is that all members will promote and attend this activity.

Rethink How You See Cromwell

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

3. CT Dept. of Economic and Community Development; Art and Creativity; Funding Opportunities. Artists Respond – Currently accepting applications for Round 2.
https://portal.ct.gov/DECD/Content/Arts-and-Culture/Funding_Opportunities/Artists-Respond
 - a. The Artists Respond grant program provides direct funding to Connecticut artists to pursue community-based projects that use the arts to respond to social issues, current events, and community needs.
 - b. Connecticut Artists may apply for a grant of either \$2500 or \$5000 to support artist fees and other project-related expenses. Projects must occur in Connecticut and be artist-centered initiatives that use the arts to inspire, empower, educate, and transform our Connecticut communities. CCD cannot apply. Only individual artists may apply. The wings project or Paint by Number might be applied for by individuals. Or other ideas possible.
4. Invitation extended to Open Studio Holiday Shopping Event, featuring the work of mixed media artist, Jean Rill-Alberto; Dec. 4, 10-4 at Ann Grasso's residence: 70 Strand Circle, Cromwell. Jewelry, glass paperweights, holiday cards, calendars, trinket boxes, sachet pillows, and more.

Treasurer's Report (Susan Sundell)

1. Balance in CCD checking account: \$20,081.78; Balance in savings account: \$70,000.

COMMITTEE REPORTS

Membership (Joan Foose, Interim chair)

39 Members: 3 New this Month

244 Friends: 5 New this Month

Publicity (Katie Daigle, Chair)

1. Print Media
 - a. *Rare Reminder*: offered Zoom sessions with Santa and Holiday Decorating Contest press releases for several weeks in Nov.
 - b. *Cromwell Chronicle*: Submitted Scarecrow Swap press release and Zoom sessions with Santa for Nov issue, but local election info took over space; have confirmed that they still intend to run CCD interviews on a monthly basis (space permitting).
 - c. *Cromwell Life*: submitted Scarecrow Swap press release and Zoom sessions with Santa for Nov issue but local election info took over space; have confirmed that they still intend to run CCD interviews on a monthly basis (space permitting).

2. Social Media

- a. Social Media posts this month focused on the Scarecrow Swap event winners; announced the upcoming Holiday Decorating Contest; posted about Zoom session with Santa and added link to DS's website in IG bio.
- b. CCD FB page: 770 Page Likes (up 7), 861 Followers (up 8).
- c. CCD Instagram page now has 152 followers, up 3 from last month's report.

3. Other Projects

- a. A big thank-you to: AG, JF, DB, and KA for donating decorated pumpkins to the CCC/ECS-WIS PTO Halloween event on 10/23/21.
- b. MailChimp email sent to all CCD members and friends informing them of several ways to give: Middlesex Foundation pop-up grant opportunity, Amazon Smile, and Zoom sessions with Santa.
- c. January 2022 Newsletter will focus on more images with less text. KD requesting the following info:
 - i. JD—a brief welcome note including mention of the Block Party event, upcoming goals for the year.
 - ii. SS—at end of Dec) a list of all who donated to CCD in 2021.

4. Website

- a. Remains mostly static - Scarecrow Swap notice should be taken down, replace with holiday decorating contest?

Nominating Committee (Joan Foose)

1. JF read the nominees and voting procedure (ballots to be sent out Nov 27 to members and they need to be returned to Joan Pendleton by the time of Dec. 10 meeting).
2. JD asked 3 times for any other nominees. There were no others. Motion to close nominations made by JF; seconded by RM. All in favor. Motion passed.

CAA Liaison Report (Rosemary Matus)

1. Making wreath for Historical Society
2. Tree lighting: 3D glasses given to children
3. Traveling Bear at Cromwell Library. 2 college boys were winners.
4. Planning of quarterly events—January (Valentine Craft); St. Patrick's Day Parade. Paint Night. Will do Poetry Slam again in 2022.
5. Farmers Market: Needs lead person. CAA will have presence but at this point might be only 1 week a month so opportunity there for CCD to fill in. RM will provide further information as to schedule of available weeks per month. Anyone interested in Farmers Market Committee with (JB,JF,KD,DS,DB,RM) let JD know by 11/22 for Zoom set up meeting.

OLD BUSINESS

1. Scarecrow Swap (AG) Should we do next year and how should it be handled? To be further discussed. Possible program committee set up for next year.
2. Audio Tour: covered in Chair's report (JD)
3. Farmers Market: covered in CAA Liaison Report (RM)
4. Pumpkins for CCC: Cromwell Life had picture of event
5. Business Associates: AG: Beginning 2022 Pat Ahlquist and Kaya's mother will help.
6. Fundraising:
 - a. Birdies for Charity (AG): Further discussion at Dec. 10 meeting (ways to raise money, volunteers to staff booth) for possibility of CCD having a presence at this event.
 - b. WINGS/mascots for selfies: discussion postponed until Kaya Anderson available.
 - c. Paint-by-Number (AG): Erin Trousdale to meet with some members (by invitation) at the Creative Studio at Covenant Living on Nov. 21 where the mural will be explained and painting of tiles started. Updates to follow.
 - d. Student group: KA not in attendance. Discussion postponed to next meeting.
 - e. Fundraising possible through Amazon Smile purchases and through Community Foundation of Middlesex County:
<https://middlesexcountycf.org/2021/01/submit-your-favorite-nonprofit/>
Choose CCD as your favorite nonprofit.
 - f. Santa via Zoom: DS will give all proceeds from his virtual Santa on Giving Tuesday (November 30); still has openings. www.davidsizemorellc.com
7. Holiday House Decorating Contest (RM) Done Dec. 10 and Dec. 11. Judges will be JF, KD, DB. Businesses will be separate category from residential homes. 1 prize given for business winner. 2 prizes given for residence winners.
8. Giraffe icon: possibility of lapel pin; will be discussed next meeting.
9. Program ideas: Come up with 2022 calendar of CCD events. KD, AG, JF will help, and any other people interested should contact James to participate in separate zoom meeting to discuss.
10. Parking Lot Mural (KD): Suggestion made instead of Pride Crosswalk to do a parking lot mural with Cromwell Pride (all things we have going for us in this town) the theme, and section off different areas to different nonprofit groups in town for them to design their own space. Done by June 2022 but not in June. Committee set up to help so far: KD, JF, JB, DB. Anyone else interested email KD or CCD.

NEW BUSINESS

None

Approval of Minutes

JB moved that the minutes of October 16 be approved; KD seconded. All in favor (DS left meeting early). Motion passed.

Rethink How You See Cromwell

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

For the Good of the Organization

None

Adjournment

AG moved that the meeting be adjourned at 10:17; JF seconded. All in favor; motion passed.

Respectfully submitted,

Joan Bent, Temporary Secretary

To-Do List

All Members and Friends:

1. Sign up for Amazon Smile and designate CCD as your charity:
<https://smile.amazon.com>
2. Visit the Community Foundation of Middlesex County website and indicate that CCD is your favorite local nonprofit: <https://middlesexcountycf.org/2021/01/submit-your-favorite-nonprofit/>
3. Sign the children in your family up to visit Santa by Zoom; all proceeds from visits on November 30 (Giving Tuesday) will go to CCD. Reserve a spot at www.davidsizemorellc.com
4. Write brief stories about your projects and provide pictures for January newsletter.
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

December 11 [second Saturday]

2022

January 15

February 19

March 19

April 9 [second Saturday]

May 21

June 18

July 16

August 20

September 17

October 15

November 19

December 10 [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

December 6

2022

January 3

February 7

March 7

April 4

May 2

June 6

July 11 [second Monday]

August 1

September 12 [second Monday]

October 3

November 7

December 5