



# 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 (Videoconference)

December 11, 2021

9:00 am

**Call to Order:** The meeting was called to order at 9:05 am by chair James Demetriades (JD).

Present: James Demetriades (JD), Ann Grasso (AG), Rosemary Matus (RM), Joan Bent (JB), Susan Sundell (SS), Joan Foose (JF), Joan Pendleton (JP), Karen Ambler (KA)

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

**Public Comments:** None

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

1. Possibility of getting a storage unit; what CCD has been storing at the town sewage garage needs to be moved. JD getting quotes for storage units and will report further at next meeting.
2. Michael Bradley, who helped put together 2021 virtual coffeehouse, is willing to help again in 2022. Will work to make editing process more streamlined.
  - a. February a good time for this event; indoor activity; RM: continuity of scheduling means people will look forward to it.
  - b. JD will work with Katie Daigle to start publicity after the holiday programs have ended.
3. Programming subcommittee: JD will schedule a meeting the week of the 12<sup>th</sup> or 19<sup>th</sup>; will use Google Docs for working on programming calendar.

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

1. Bob Donohue and others from Fire Department might help with tent setup and take-down at Farmers Market; he suggested encouraging businesses in the district to help as well, making it a community effort.

*Rethink How You See Cromwell*

1

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

2. Financial Committee meeting time to be determined; JD and AG reviewing membership lists to find possible participants.

### **Treasurer's Report (Susan Sundell)**

1. Balance in CCD checking account: \$20,296. \$475 cash donations in last month; expenditures of \$239 for Paint-by-Number and \$41 for Holiday Decorating.

## **COMMITTEE REPORTS**

### **Membership (Joan Bent, Chair)**

1. No new members or friends, likely due to holidays.
2. Also, on behalf of nominating committee: Enough votes were cast in the election to meet the quorum requirement; all candidates elected.

### **Publicity (Katie Daigle, Chair)**

1. Print Media
  - a. *Rare Reminder*: ran Zoom with Santa and weekly Holiday Decorating Contest press releases.
  - b. *Cromwell Chronicle*: CCD interview series returned.
  - c. *Cromwell Life*: article on outcome of Zoom with Santa offered for next issue.
2. Social Media
  - a. Social media posts this month focused on Zoom sessions with Santa and Holiday Decorating Contest; thank you to David Sizemore for Santa session donation and to Donna Bernstein for Historical Society wreath; announcement of CCD monthly meeting.
  - b. CCD FB page: 777 Page Likes (up 7), 872 Followers (up 11).
  - c. CCD Instagram page now has 155 followers, up 3 from last month's report.
3. Other Projects
  - a. MailChimp emails are getting about a 50% open rate, 5% click rate within the email.
  - b. Draft of the January 2022 newsletter sent to chairs for feedback; on track for January release.
4. Website
  - a. Remains static

### **Nominating Committee (Joan Foose)**

1. Report given by JB under Membership.

### **CAA Liaison Report (Rosemary Matus)**

1. Wreath made and craft table available at Historical Society holiday event.

*Rethink How You See Cromwell*

2

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

2. Tree lighting: 3D glasses given to children; had 200 and ran out.
3. Will be holding a craft event in February: card making. Will start small with craft activities; plan on doing them quarterly.
4. Strategic planning meeting to be held in January.

## **OLD BUSINESS**

1. Business Associates: to be discussed next meeting.
2. Audio Tour: portions being recorded; tweaking tempo, etc. Recordings uploaded to web page, along with pictures by Janet Argento. Will be ready for members preview after the first of the year.
3. Murals
  - a. Paint-by-Number (JF): about six members met to discuss strategy, including how to get the public involved in the painting.
    - i. Erin Trousdale in process of completing the tiles.
    - ii. Almost one full section painted; and two more sections to be completed by Christmas. Have learned how to paint tiles, what paint to use.
    - iii. Members of group going out to other nonprofits to ask about space and members who would be willing to paint.
  - b. Wings: JD will be in touch with Kaya Anderson for updates.
  - c. Parking lot painting: Katie Daigle will discuss in future meeting.
4. Fundraising:
  - a. Birdies for Charity (AG): Paint-by-Number was supposed to be a fundraiser, but conditions for painting have changed. Each participant will be offered a paper explaining how to contribute via Birdies when the time comes so that any contribution gets the 15 percent bump.
  - b. Fundraising possible through Amazon Smile purchases; CCD is now fully registered and checking account is connected.
5. Holiday House Decorating Contest (RM): Caravan of cars drove through the district to judge the houses (twice as many as last year and more elaborate as well): included were RM, Joanne Golden, JF, JB, DB, Katie Daigle's family, Linda Kranyik. RM and Joanne Golden will be verifying some addresses.
6. Programming: Coffeehouse at end of February; preliminary advertising being planned; must be virtual (pandemic; no space available). JD will reach out to schools and Company 'n Tempo to find out how to have a gate charge for first/early access; will be on CCD YouTube channel after that.

## **NEW BUSINESS**

1. Cabinet for police department: Officer Liz brought project to CCD: This small armoire will be in the airlock between the parking lot and police station; will be available 24/7

for those who need food and toiletries. The police are aware of people who need this kind of help on a regular basis and will inform them of availability.

- a. The cabinet needs woodworking attention. Covenant Living woodworkers cannot do it because of woodshop renovations; Bob Donohue will take it on.
  - b. Painting: Inside will be painted white or a light color; the outside will be a semigloss black. Police decals for doors. Lettering on nonfunctional drawers: Food Pantry. Will be ready for painting in a week or two; volunteers needed. (RM and JF have volunteered; place for painting needed, might be able to use police department sally port. KA volunteered to help with lettering for drawers. police department meeting room currently used for offices after flooding.)
2. Connecticut Arts Alliance: Jennifer Lepore was to have listened in on Zoom meeting to have nonprofits made aware of legal issues coming up before Legislature that would affect them. Not available to give report. [Written report being emailed with minutes.]

### **Approval of Minutes**

RM moved that the amended minutes of November 20 be approved; JB seconded. All in favor. Motion passed. Corrections: JD in attendance; KA should read Karen Ambler under those who provided pumpkins; Novelette Anderson under Business Associates (not Kaya's mother).

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

Holiday wishes to all.

### **Adjournment**

Meeting adjourned at 9:42 am.

Respectfully submitted,

Joan Pendleton, 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/>

*Rethink How You See Cromwell*

4

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

3. Write brief stories about your projects and provide pictures for January newsletter.
4. Consider performing or encouraging others to perform for virtual coffeehouse.
5. Contact AG if you are willing to write up interviews.
6. Offer ideas to AG about community needs and ways to help, as well as ways to keep CCD strong.
7. Think about family and friends who might be interested in joining CCD and recruit them.
8. 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.

#### **2022**

January 15	July 16
February 19	August 20
March 19	September 17
April 9 [second Saturday]	October 15
May 21	November 19
June 18	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

#### **2022**

January 3	July 11 [second Monday]
February 7	August 1
March 7	September 12 [second Monday]
April 4	October 3
May 2	November 7
June 6	December 5