



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)

March 19, 2022

9:00 am

Call to Order: The meeting was called to order at 9:03 am by chair James Demetriades.

Present: James Demetriades (JD), Ann Grasso (AG), Joan Pendleton (JP), Susan Sundell (SS), Joan Bent (JB), Joan Foose (JF), Katie Daigle (KD), David Sizemore (DS)

Approval of the Agenda: AG suggested change to agenda to add Block Party under New Business; JF moved that change be accepted; AG seconded. All in favor; motion passed. JB moved that agenda be approved as amended; SS seconded. All in favor; motion passed.

Public Comments: None

Chair's Report (James Demetriades):

1. Coffeehouse now available without fee. Hoping for in-person next year, with possibility of smaller virtual events.
2. Thanks to those working on Paint By Number; JD will put shelves together at storage unit this day.
3. Farmers Market: Town of Cromwell will run it. Phoenix Farms will be market manager. CCD exploring ways to participate.

Vice Chair's Report (Ann Grasso):

1. Environmental collaboration with schools.
 - a. River Road cleanup May 7 or May 14. Schools would like CCD to partner on either day.
 - b. Refuse will be sorted into usable items for 2D and 3D art.
 - c. Hope to be allowed to store usable materials in one of the garages behind Pierson Park. Not all materials will come from River Road cleanup.
 - d. CCD will perhaps participate in creating art/sculpture in fall.

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- e. Sarah Schneiderman and Ann Hulick, Director of CT Clean Water are participating in the environmental collaboration with Cromwell schools.
- f. Sculptures might be placed in parks to continue to enforce message of recycling/conservation.
- g. During cleanup, volunteers will collect flat rocks for rock hunt. (AG working with nonprofits on rock hunt, also adding invitations to schools and businesses. Take a Rock, Leave a Rock: idea from Cindy Lynn)

Treasurer's Report (Susan Sundell)

- 1. Opening balance \$19,990
- 2. Income of \$191
- 3. Expenditures of \$616 on paint for police cabinet (will be reimbursed), storage unit rental, CCD ad in Middle School playbill, PayPal fees, Paint By Number supplies.
- 4. In-kind donations \$40.
- 5. Ending balance: \$19,565

COMMITTEE REPORTS

Membership (Joan Bent, Chair)

- 1. Four people asked to become Friends; two asked to become Members.
- 2. There are 41 members and 245 Friends.
- 3. Coffeehouse contributors (or parents) will be added to Friends list.

Publicity (Katie Daigle, Chair)

- 1. Print Media
 - a. *Rare Reminder* failed to print submissions as scheduled. Coffeehouse Call for Performers ran early in month, after deadline; then ad for how to purchase "premium access" ran in March 10 issue, after premium access ended; continue to print CCD Call for Members as well.
 - b. *Cromwell Chronicle* March issue: seemingly mistakenly, they included Holiday Decorating Contest article (instead of article on Coffeehouse that was requested); continue to run CCD Interview series as well as call for members with full Cromwell Creative District name
 - c. *Cromwell Life* March issue: CCD Interview series continues, Coffeehouse ad for "premier access" with coffeehouse logo image in color
- 2. Social Media
 - a. Social Media posts in the past month focused on Coffeehouse event and call for volunteers for Paint By Number
 - b. CCD FB page: 802 Page Likes (up 6), 899 Followers (up 6)
 - c. CCD Instagram page now has 165 followers, up 1 from last month's report

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3. Other Projects
 - a. Paint By Number flyers shared with library and Senior Center/Recreation Dept seeking volunteer painters.
 - b. Officers recently approved replacing the banners that mark the limits of the district; more to come.
4. Website
 - a. Officers recently approved having the website updated; more info to come.

CAA Liaison Report (Rosemary Matus)

No report in Rosemary's absence.

OLD BUSINESS

1. Coffeehouse review
 - a. Mishaps with advertising
 - i. Please help push access: 158 views so far
 - ii. Next time: more channels for advertising.
 - b. Can transition to in-person next year, but right now no place large enough #inthedistrict. Town Hall on border, but auditorium acoustics offer problem.
 - c. Possibility of restaurant: Rail 99 has room large enough.
 - d. DS: Use TPC clubhouse. It is local, though not in district; might offer discounts for nonprofits.
 - i. Lots of parking
 - ii. Rarely used during winter
 - iii. Costs for maintenance; food service (can CCD provide its own food, servers?)
 - iv. DS will investigate possibility
2. Business Associates: a group of six businesses, #inthedistrict, have agreed to begin talks about creating at Business Associates group.
3. Audio Tour: Rich Donohue has set up March 26, 3-5 pm for recording at Cromwell Historical Society.
4. Murals
 - a. Paint By Number (JF)
 - i. Two of six panels done.
 - ii. Paint ready for third panel.
 - iii. Donna Bernstein spoke to Senior Center about Saturday events; Covenant Living available on Sundays.
 - iv. Need volunteer painters; all members welcome to join painting sessions.
 - v. AG offered thanks to JF and Donna Bernstein for help with mixing paint.

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- b. Parking Spaces (KD)
 - i. Concept for project: Polaroid frame snapshots, with logo in one and in the other a picture a group chooses to represent itself.
 - ii. KD will put together letters with sample created by CCD artists for CCD spot
 - iii. Town permission needed first
 - c. Wings: Nothing happening yet. CT Murals has offered to help with start to finish for \$1500. Not appropriate for this project, but will keep door open for them on other projects.
 - i. Ädelbrook wants mural on building near its pool; approached CCD, but could be opportunity for CAA or schools.
5. Fundraising:
- a. Birdies for Charity (AG): Only one tent for nonprofits, by invitation only; four opportunities for use. CCD is small group, though in Cromwell, but not likely to be invited.
 - i. Therefore, ability to use Birdies for fundraising will rely on more than having visual presence.
 - ii. Please offer ideas to AG; Birdies organizational process starting later than usual this year.
 - iii. Farmers Market could be helpful for publicity; starts early June.
 - b. Amazon Smile: Members and Friends asked to ask their family/friends to sign up with CCD as beneficiary.
6. Cabinet for police department: JF and husband working on it at Coles Road fire station. Patching and gluing were needed before primer applied. Inside now painted white; black paint to be done this coming week. May be finished by March 25.

New Business

- 1. Wix: AG and KD will meet to discuss website and banners.
- 2. Block party
 - a. Much appreciation for last year's event; willingness to do it again.
 - b. JD will reach out to Cynthia Bulaong, who helped last year.
 - c. Plan for end of July/beginning of August (July 30; August 6)
 - d. Ensure availability of food vendors early on
 - e. Put together a team for planning and implementation
 - f. Notice asking for volunteers to be drafted and sent; first meeting in April

Approval of Minutes

JF moved that the minutes of February 1 be approved; KD seconded. All in favor. Motion passed.

For the Good of the Organization

1. DS will be on WTIC 1080 Monday 3/21 at 7:20 am, promoting Independent Day School.

Adjournment

DS moved that the meeting be adjourned; JF seconded. All in favor. Meeting adjourned at 10:12 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. Send AG ideas for promoting Birdies for Charity contributions.
3. Volunteer to paint tiles for Paint by Number (write cromwellcreatedistrict@gmail.com)
4. Promote coffeehouse viewing: <https://www.youtube.com/watch?v=dks3W5mRhKw>
5. 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/>
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

Meetings for CCD in 2022 will be held virtually on the third Saturday of the month at 9:00 am. Sign-in information will be sent with agendas.

2022

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

Starting in April, meetings in 2022 will be held in person in the Senior Center Dining Room (at Cromwell Town Hall); an open Zoom conference will be available for those wishing to join virtually.

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

2022

April 4

May 2

June 6

July 11 [second Monday]

August 1

September 12 [second Monday]

October 3

November 7

December 5