



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)

October 16, 2021

9:00 am

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

Present: Ann Grasso (AG), Joan Pendleton (JP), Susan Sundell (SS), Joan Foose (JF), Katie Daigle (KD), David Sizemore (DS), Joan Bent (JB), Kaya Anderson (KA), Jean Rill-Alberto (JRA), Donna Bernstein (DB)

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

Public Comments: None

Chair's Report (James Demetriades):

1. Audio tour: script written and edited; final version approved for recording. DS will record introduction. Janet Argento's photos for website have been uploaded. Scripts will be recorded in coming weeks.
2. Prospect of CCD growing: both new mayoral candidates talk about growth in downtown Cromwell; optimism that partnership between CCD and town will continue to thrive as it has under current mayor.

Vice Chair's Report (Ann Grasso):

1. Thanks to JD for his time on Town Council; encourages everyone to vote in November.
2. Community Foundation of Middlesex County (CFMC) is offering a pop-up grant opportunity; click on the link below, and choose CCD as your favorite charity. "Raffles" are held every other week, but you need enter CCD's name only once.
<https://middlesexcountycf.org/2021/01/submit-your-favorite-nonprofit/>
3. KD needs material for January newsletter; members are urged to write up short blurbs about projects/events they have coordinated in the last six months, and include

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pictures. Send text to JP first for editing, and she will return for review before all goes to KD.

4. Programming: Members are asked to bring ideas to the November meeting for 2022 events and programs.
5. Amazon Smile now includes CCD as a charity; Amazon will donate an amount equivalent to 0.5% of any purchase made through Amazon Smile. For those who wish to participate: Go to <https://smile.amazon.com> and sign up (you can use your already-existing Amazon account and convert it to a Smile account); bookmark the home page and make all Amazon purchases through the program. The percentage from Amazon will automatically be credited to CCD. A designated charity can be changed at any time, so those signed up to donate elsewhere can change to CCD.

Treasurer's Report (Susan Sundell)

1. Balance in CCD checking account: \$4279.52 (plus \$16,250 from Birdies for Charity).
2. Expenditures since last meeting: \$646
3. Donations since last meeting: \$360, plus \$156 in-kind.
4. Birdies for Charity: total donations \$86,250. \$5,000 received from identified Members/Friends; \$70,000 donated anonymously; \$11,250 from Webster Bank 15% match. Officers met and decided to set up savings account for \$70,000 at Webster Bank until a use for it is found; the remaining \$16,250 deposited to Liberty Bank operating account.
5. The flower indicating that CCD had reached \$20,000 in donations was painted in the summer by Elaine Maitz.

COMMITTEE REPORTS

Membership (Joan Foose, Interim chair)

Scarecrow Swap brought in 14 more Friends: now 239. No new members: number stands at 36.

Publicity (Katie Daigle, Chair)

1. Print Media
 - a. *Rare Reminder* printed Scarecrow Swap press release
 - b. *Cromwell Chronicle* Sept Issue: Offered Scarecrow Swap press release with photo for October Issue
 - c. *Cromwell Life* October issue: Offered Scarecrow Swap press release with photo; and Zoom with Santa press release with photo for October issue
2. Social Media
 - a. Social Media posts this month focused on the Scarecrow Swap coloring contest winners, Swap event rules, Swap event prizes, and photos from entries.

Announced the grand prize winners, remaining prizes will be announced after October 30; posted about Zoom session with Santa and added link to DS's website in IG bio.

- b. CCD FB page: 3 new Page Likes over the past 28 days, 6 new Followers
 - c. CCD Instagram page now has 149 followers, up 6 from last month's report!
3. Other Projects
- a. Decorate/carve a pumpkin for CCC's Pumpkins in the Park, part of Trick R Trunk this year. Deliver pumpkins to KD at 3 Arrowwood Drive by 3pm on Saturday, October 23.
 - b. Will include pop-up grant info in CCD biannual newsletters.
 - c. Looking forward to January 2022 Newsletter, please email Katie0123@hotmail.com with proposed content
4. Website
- a. Remains static except for announcement of Scarecrow Swap for Oct.

Nominating Committee (Joan Foose)

1. JF read the following proposal:
- The bylaws Article XI: Section 1 state "Elections shall take place at the December meeting by paper ballot. The nominating committee shall tabulate the votes."
- Because of the unusual circumstances of the Covid pandemic and the difficulty of meeting in person, the Nominating Committee suggests that the election take place via electronic ballot, emailed to members one week before the December meeting, to be returned no later than the time of the meeting.
2. DS moved and KD seconded that this proposal be accepted. All in favor; motion passed.

CAA Liaison Report (Rosemary Matus)

No report in Rosemary's absence.

OLD BUSINESS

- 1. Scarecrow Swap (AG): All were set up on time, with help of KA and JB. Grand prize was apparently what made people want to play; as of time of meeting, no further entries once winner was announced. How should this be handled in another year? People are still interested in the scarecrows even if not playing—many positive comments. Five prizes still remain. DS suggests making the grand prize a raffle in the future, and having the drawing at monthly meeting.
- 2. Pumpkins for CCC (covered under publicity)
- 3. Business Associates: AG: Pat Ahlquist will help with this after first of year, and Kaya's mother is also interested.
- 4. Audio tour: covered in chair's report.

5. Farmers Market for 2022: CCD has been sharing CAA table; CAA organizer may not continue. Should CCD have a space on its own? Every other week? Someone needed to host booth: a major endeavor.
 - a. AG: CCD should continue to be visible; has pop-up tents now.
 - b. DS: this should continue; provides visibility; members can sign up for one week.
 - c. Group of interested members (JB, JF, KD, DS, DB) will discuss before next meeting. Topic will be on November agenda.
6. Fundraising:
 - a. Birdies for Charity (AG): CCD has had no concerted fundraising program; perhaps should consider Birdies as major fundraiser for future years because of 15% match. Possibility of table/tent at tournament is a way of being visible in an important part of the town.
 - i. DS: Fan zone between holes 1 and 18 has lots of foot traffic, high-profile activity; that is where tent would be.
 - ii. JD: largest sporting event in state, brings over 100,000 people to Cromwell.
 - iii. AG: CCD's larger tent is stable enough to stay in place for several days.
 - iv. AG: could allow CCD to step up to next plateau.
 - v. Friday-Saturday-Sunday busiest days, but Wednesday is celebrity day.
 - vi. Discussions will continue with further gathering of information.
 - b. Murals: WINGS/mascots for selfies: KA's Zoom connection lost. From written report:
 - i. WINGS murals have been revised and will be finalized by participants.
 - ii. Fence in Pierson Park that is going to be used has been re-measured (4 feet).
 - iii. Panther idea for WINGS mural has been revisited and being worked on logistically.
 - c. Paint-by-Number (AG): Erin Trousdale still working on preparation of tiles and wants to come back to help with painting. AG would like to ask Covenant Living for permission to use Creative Studio in off hours.
 - d. Student group: KA will update at later meeting.
 - e. Amazon Smile (covered in vice chair's report)
 - f. Santa via Zoom: DS will give all proceeds from his virtual Santa on Giving Tuesday (November 30); publicity will increase after Halloween. Because this is via Zoom, anyone anywhere can be part of it. Members/Friends encouraged to sign their children and grandchildren up: www.davidsizemorellc.com
 - g. Holiday House Decorating Contest: Rosemary Matus and Joanne Golden will run this program again in 2021.
 - h. Giraffe icon: possibility of lapel pin; will be discussed next meeting.

NEW BUSINESS

1. Ideas for collaboration with public library: programs were planned in the past, but Covid caused cancellation. These may be renewed (Donna Mattei had set up one author talk). Library's agenda already fills Belden room through April. Members asked to think of programs that would work.

Approval of Minutes

JB moved that the minutes of September 18 be approved; DS seconded. All in favor, with one abstention (JD did not attend last meeting). Motion passed.

For the Good of the Organization

DS: Acknowledged and thanked JF for work done at Independent Day School to create a mural for the Early Childhood Commons; the dedication and ribbon cutting took place September 29.

Adjournment

AG moved that the meeting be adjourned at 10:13; JB seconded. All in favor; motion passed.

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/>
3. If interested, carve or decorate a pumpkin for Trick R Trunk (October 23). Pumpkins can be dropped off at 3 Arrowwood Drive before 3:00 pm on October 23.
4. 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
5. Write brief stories about your projects and provide pictures for January newsletter.
6. Contact AG if you can suggest a project manager for the Paint by Number project—or are interested yourself.

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7. Remind people about Coffeehouse (still streaming) and possibility of a small donation.
8. Contact AG if you are willing to write up interviews.
9. Offer ideas to AG about community needs and ways to help, as well as ways to keep CCD strong.
10. Think about family and friends who might be interested in joining CCD and recruit them.
11. 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

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

November 1

December 6