



RUTHERFORD CIVIAL RIGHTS COMMISSION MINUTES July 21,2021

Meeting via ZOOM

Topic: Rutherford Civil Rights Commission’s ZOOM Meeting

Time: July 21 ,2021 6:30pm Eastern Time (US and Canada)

Join ZOOM Meeting

Meeting ID:

<https://us02web.zoom.us/j/88511197348?pwd=ZHZNcjJGeUxlc9RandlcXBsSIBuZz09>

Beverly Khan Pal	Sami Abuauad - absent
Steve Way	Eddy Rolon – public (7 Clark Ave)
Renjith Pillai	Mary Ahn
Alcides Aguasvivas	Tarek Salib - absent
Shefali Pilar	Maria Begg-Roberson (Council Liaison) - absent
Ginny Perrin	Esther Gatria - absent
Christie Del Rey-Cone	Robin Reenstra
Mark Tenn - absent	Rod Leith
Lori Rosario-Griffin	
Jessica Lezcano	
Paul Frazier	
Gretchen Corsillo	

\*Present – highlighted

6:34pm – Steve called meeting to order and read Sunshine Law

Beverly moved to accept minutes from June 16 2021, accepted

- Meeting opened to public
  - Eddy Roland (7 Clark Ave)
    - Inquired about progress with Access for All
    - Ginny and Christie have been working on this.
      - All of the Access for All’s in different towns function very differently
      - In Rutherford, it is a Committee so as a Committee, it is not under the same Sunshine Laws or held to the same rules and regulations of Commissions. Once it is a Committee, it does not have to be on the

Borough calendar or open to the public; as compared to Commissions which are subject to the Sunshine Law and are required to be open to all and announced. If they choose to do so, it is their option but not required. Other Committees in town were established by resolution whereas this Committee was created by Ordinance and can limit the number of people allowed to participate. If there is something that anyone in the public wants the Committee to look at and address, then you can email the liaisons.

- All Committees in general will have an Open Call where if there is an opening for a position, a person can apply for the position/role.
- Some of the other town committees are very much event oriented whereas ours is an advisory board for the mayor and council and serves as a think tank to make sure they are inclusive for any initiatives that are coming up for the town.
- Eddy says that he feels this is quite different than the way it was advertised. He reached out to the chair-people, and they said that they will send the ZOOM link but he never received it. He feels that there is something disingenuous going on that is not in the spirit of Access for All and it seems very political to him.
- Christie mentioned how the RCRC approached this topic in a more neutral, fact-finding mission to learn more about how the Committee functions rather than from a political perspective.
- Ginny commented that Access for All has different definitions depending on the need of each town and based on what the definition of Committee, they are functioning in an appropriate capacity. She told Eddy that if he is looking to be included in the meetings, the Access for All committee is not looking for new members but if he has any issues about accessibility, then he can email the Access for All committee with his concerns.
- Movie Night – Alcides
  - July 14<sup>th</sup> was the 1<sup>st</sup> movie night organized by Mark Tenn and it turned out great
  - Performances were successful and the movie “Remember the Titans” was a great hit
  - Ginny commented that we should always make a connection and speak about RCRC and why we are doing certain events.
  - Beverly said she did speak in the beginning about it briefly. There were a few AV issues, and we will follow up with Cliff Hanger to see how we can manage them for the future.
  - Robin said that we also need to advertise not only the movie but also the entertainment
- Receiving payments
  - Alcides says that we are extremely limited on what we can do with regards to raising funds because we are part of the government. We are not allowed to create any third-party merchant accounts which includes Threadless, Paypal, Zelle, etc.
  - All funds coming to and from the Commission need to come directly through the town and not through a third-party payment service. So, only checks or cash is acceptable.
  - Jessica inquired if we could inquire about partnering with the Recreation Center and using their merchant service. Alcides will look into this.
- Fundraising
  - Alcides has a commitment from Goffins for \$250

- Ginny wants to know if there has been a more definitive budget for the Movies, Music, and Movement Series. We need to know what will happen to sponsorships if we are not able to raise enough money for the events we promise. Can we then use the money that was given for other events/sponsorship material, or will we need to return the monies?
- Christie inquired as to what the budget is for the sponsorship material (name of business on truck)
- There is no tax deduction for government-based fundraising which is typically the perk for people to donate.
- Steve says we made a lot of money from program books
- The main sponsors donated larger amounts and they got the larger ads in the program books.
- Paul Frazier
  - He is trying to get 3 main acts (bands) – approximately \$1000 each
  - Food trucks – you usually do not have to pay them for anything because they are making money by selling foods at events. There is only a \$39 fee that the truck needs with the Department of Food.
- Alcides says we do not always need two quotes for performances or event coordinators especially if they are unique. Ginny says that we still need to shop around to make sure we get good deals.
- Ginny says it is safer to have sponsorship for the event rather than for a specific act if something changes with the act, it will be easier to use the funds we receive in a different manner.
- Shefali inquired if it would be easier to start with a one-day event rather than committing to three days if we are having difficulty getting funds.
- Ginny/Bev shared the Sponsor Request Info
  - Gold sponsor \$5000
  - Silver sponsor \$2500
  - Bronze sponsor \$1500
  - Community Builder \$1000
  - Community Enhancer \$500
  - Depending on the level of sponsorship, some of the perks include VIP viewing areas, introducing an act, name/logo on all printed material
- Christie says that if each of us commits to donating \$500 or \$1000 we would reach our goal without an issue.
- Ginny mentions how with Dining Under the Stars always says that their event was possible due to the generous donation by such and such business.
- Outside of DPW prepping and police putting no parking signs, there should be little prep by the township. We are responsible for the portal potties.
- Bergen County Division of Historic and Cultural Affairs had given a grant for almost \$3100 to us (Letter dated Dec 2019) but it was never received. It may have been mixed in with the general town funds. Another grant for \$2200 is also pending. The checks will need to be reissued and Alcides will investigate this.
- Promotional/informational/activity tables only – they cannot be used to sell anything. \$100 per table and free if they are a sponsor
- We had talked in the past about not having a beer tent to keep costs down, to allow for more control and to keep it family-friendly/fun and casual. The individual sponsor manages the tent.

- This will need to be added to another council meeting to get this voted in but since we are so close to the event, we will most likely not be able to get a beer tent.
  - Beverly – asked if we can commit to getting \$1000 in sponsorship from each person.
  - Steve – once we get the formal letter ready, we should also make an excel sheet that tracks who each person is contacting, if they were successful, and how much donation we are receiving.
  - Alcides – asked if anyone knows Jennifer from “This is Rutherford” to see if she is willing to publish to promote the event. Beverly says how Jennifer’s main path is to report events after they are done but she will reach out to hear to see if she would advertise for us.
- Gretchen had some ideas for having debates/meet the candidate night at the library as we get closer to the election. She will be planning this for the Fall
- Steve says that the festival is an extension of the RCRC and we should have meetings aside from our monthly meetings.
- Historic Preservation Committee news
  - 127 Hague House has been chosen by the Historic Preservation Committee to receive a plaque because it was historically a black enslaved person’s home.
  - While the HPC realizes that the RCRC cannot help financially, they would like our support to present it to the council to accept the resolution to install the plaque.
- Tonight, is Mary Ahn’s last meeting because she is going to California for school.
- Jessica – talked about the humanitarian crisis in Cuba

Meeting called to close at 8:11pm