



RUTHERFORD CIVIAL RIGHTS COMMISSION MINUTES September 15, 2021

Meeting via ZOOM

Topic: Rutherford Civil Rights Commission’s ZOOM Meeting

Time: September 15, 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
Steve Way	Esther Gatria
Renjith Pillai - absent	Tarek Salib - absent
Alcides Aguasvivas	Maria Begg-Roberson (Council Liaison) - absent
Shefali Pilar	
Ginny Perrin	
Christie Del Rey-Cone	
Mark Tenn	
Lori Rosario-Griffin	
Jessica Lezcano – family emergency	
Paul Frazier	
Gretchen Corsillo	

\*Present – highlighted

6:42pm – Steve called meeting to order

- Roll call completed
- Steve - read Sunshine Law
- Beverly moved to accept minutes from August 18, 2021, Esther seconds
- Bylaws
  - Bev - Mayor and Council have approved it but they have asked that we adopt it
  - We will wait until next month to adopt the bylaws as Christie was unable to make today’s meeting
- Hispanic Heritage Month (HHM)
  - Lori –will post on social media that Sept 15-Oct 15 is National Hispanic Heritage Month and attach a .gov website that will link people to a site with information about it.

- Alcides – inquired if there was any artwork from the coffee shop that we can use for the post; the photos are on the website so he will pick photos from there to post along with the quote that Lori wrote
- Poetry reading will occur at the Multicultural event to honor HHM
  - Paul says he is still trying to get a few more RHS students to read poetry for the event
- Fundraising
  - Steve - \$12,135.03 total balance including grants (pending grants; Gordan's email says that the town has the funds marked for us)
    - Gordan said that the money will be available to pay the vendors without an issue even if the grant money is not yet in town with the town because it allocated for the RCRC
  - \$1000 from Ford Quality Auto Mall
  - \$250 from Goffins
  - \$500 from Pix-l Graphx
  - \$500 Jeff Jordan Architects
  - \$100 Pizzanos
  - Coccia Realty – amount unknown
  - \$1000 – Cerasia Law Firm
  - \$1000 – Smile Today Dental Office (Given to Alcides tonight to deposit at Borough Hall)
  - Steve - In the past, there was a written requirement by Bergen County that said that however much money the County gave us from a grant, we were required to match that grant. Because of the pandemic, the rule has been waived for this year.
    - Ginny requested Steve to get that in writing so that there is no issue in the future.
- Alcides – raised a motion to use \$100 to boosting our social media post for the next week on FB
  - Steve asked who his target audience
  - Alcides – residents in Rutherford
  - Steve recommends branching out to other towns
  - Beverly – recommended using Eventbrite
  - Alcides – recommended using Meetup
  - Shefali – 2<sup>nd</sup> the motion and it was approved
- Beverly – at the meeting with the Borough, they asked what they can do to help with advertising.
  - She thinks that we should formerly ask Maria for help/donation.
- Beverly – wants to know who is meeting with Gordan before the event to finalize how many checks came in and get a total amount
  - Mark said he will try to go and speak to JiHee to get into speaking with Gordan
- Festival
  - Mark – 4 food trucks total
    - 3 on Friday and 2 on Saturday
    - The police department will reserve parking spaces for the trucks from 4:30pm on Friday and 11am on Saturday on Lincoln Ave
    - The paperwork is in order and the inspection will happen when they arrive
    - Friday – Bro-Ritos, Jerk and Chicken, Japanese
    - Saturday – Jerk and Chicken, Viva Margerita
    - Beverly – asked Mark to ask if they will accept any pre-orders to keep the lines short on event day.

- The trucks really want attendance of about 250-300 people per truck
- Marketing – Alcides
  - Every day he is posting twice about the event and as he gets closer, he will post more often
  - Beverly – wants to have one advertisement to post with the food trucks and another one with the sponsors to easily drop it on different social media groups
- Bathrooms
  - Portable potties – they will be delivered Friday morning
  - The Borough of Health will also be available if need
  - We need to inquire with Jessica if the portable potties can be cleaned Friday night to get ready for Saturday
  - We need to also have the event space cleaned prior to the event on Friday and after the Friday events to get ready for Saturday
- Logistics
  - They will handle microphones, iPads, and any AV related concerns
  - They will show up 2 hours before
- Beverly - Fire, Health, DPW, Logistics are all covered
- The major sponsors will have the opportunity to introduce an act. Beverly, Paul, and Steve will work on determining what they will introduce.
  - It is our job to thank the sponsors throughout the event
  - It was later realized that based on the sponsorship levels we had outlined, none of our sponsors are eligible to introduce an act
- Beverly inquired if we can have screens to thank our sponsors or place logos
- Alcides – thought about putting lawn signs with sponsor names – he will look into it
- Term to use when thanking sponsors – Community enhancers, community builders, sponsors, etc.
- Shefali – inquired if we could have a long banner made with the sponsor names
  - Alcides says we need to scout where to put the banner first before determining size
  - Ginny recommended placing a banner on the gazebo
- Alcides – recommended a pop up display which is a 10 foot display that opens up and people can take a picture with it
- DJ – Beverly will use her personal playlist to play music in between events
  - Ginny will bring her iPad to play the music and will take charge of the music for the event
- Drumcircle – is giving us 30 drums and they will perform around 6:40pm
  - He is only charging us \$100
  - Most of the drums are African style and the music evolves from the beat
  - He will play for about 30-45 minutes
  - We asked them to set up closer to the gazebo on the grass area
  - The first 15 seats will be for us
  - That will be Friday night before Kaissa goes on stage (performing around 7:30pm)
- 10 VIP seats will be needed – we may be able to get chairs from the board of health
- Steve - He is thinking we could get a photographer from the high school to
- Interpreters
  - Steve says we still need sign language interpreters for both days and if anyone knows people who qualify, we should contact them

- Ginny mentioned how we need to have very specific details ready for the interpreters in advance so they can prepare
  - Barbara Thumann Calderaro – Beverly had contacted her to inquire about interpreters and the response was to inquire about hourly rate and requirements for the role.
  - Ginny has been tasked with finding interpreters, but she requested the scripts for songs, poems, etc in advance. She says she cannot promise to find someone.
- VIP and quiet space
  - Steve - thinks that in addition to VIP seating that we should have a reserved space for wheelchair users, the elderly, and any disabled individuals.
  - He wants to ask the Health Dept if they can use their space as a quiet room for people with sensory overload concerns (autistic, babies, etc)
- Speeches
  - Beverly would like to see our vision and our mission throughout the event
  - Ginny mentioned how we have not adopted the mission formerly, so we must be careful about what we are saying
    - She is worried that since we have not shared the mission document with the group, we would be making assumptions about the goal and mission of the RCRC
  - Mark says that it may be nice to have Commissioners at least introduce ourselves
  - Alcides says that even though it has not been officially adopted, we could still speak generally about the RCRC
  - Mark gave the idea of sharing interesting facts about Rutherford with a “Did you know?” format between acts – this idea was received positively
    - We need to get trivia from the Rutherford Historic Narratives Youtube channel
  - It would be nice if the acts/companies could come up and speak about themselves prior to their performance
- Agenda for Festival

## Multicultural Festival Schedule

### Friday Sept. 24th

#### 5:00PM - Open

5:20 to 5:50 - Dance Performance - **Kulture Kool**

6:00 to 6:30 - Spoken Word/Poetry (The RHS kids from the Asian event - Waiting for a response)

6:40 to 7:20 - Band (Rutherford Rock?)

7:50 to 8:50 - Main Act **Kaissa**

9:00 or 9:30 - Close

### Saturday Sept. 25th

#### 1:00PM - Open

1:20 to 1:50 - Dance Performance - **Backstage Dance Company** -young kids

2:00 to 2:40 - Poetry (Young Kids) **Elementary Schools in Rutherford**

3:10 to 4:00 - School Band or Music Club- **School of Rock**(young kids)

4:05 to 4:10 - Thanks to sponsors and the powers that be

4:20 to 4:50 - Demonstration - **Martial Arts?**

5:10 to 5:40 - Spoken Word/Poetry - **Hispanic Heritage Month and Nation**

**Translation Month by RHS Students**

6:00 to 6:45 - Guest Performance- **Redray Frazier**

7:00 to 7:05 - More Comments from CRCR and Mayor and Council?

7:10 to 8:20 - Main Act - **Walter Parks and The Unlawful Assembly**

9:00 or 9:30 - Close

Maybe have a DJ set up to play music in between shows

Is there anyone who can help with possible gettin St. Marys students involved ?

Anything in red means waiting to solidify

- 5pm start on Friday
  - 1<sup>st</sup> act – Kulture Kool – requested that we make sure stage floor is clean
  - Drum circle (during this time Kaissa will setup)
  - Kaissa performance (she will complete around 8:50pm)
  - Beverly – has a swing couple on stand by in case we have holes in the timings
  - Sensai Dan - Mark spoke to him because Sensai Dan had suggested a martial arts performance.
- Saturday
  - Opens at 1pm with Backstage Dance Company
  - Paul mentioned that Anita from the South Asian Dance Group reached out to him to see if there is any room for them to perform as she has done it in past Multicultural events.
  - Spoken word poetry – organized by Brian Ersalesi
    - K-12 students
  - He needs someone to speak for a few minutes in between – RCRC or a sponsor
  - The School of Rock school wanted to do something, but Paul is worried about if it fits the event
    - Ginny inquired if they have cultural music they can play
    - Beverly said that the last time they played at the Williams Center, they played Freddie Mercury and classic rock.
    - Paul will ask them if they can find something cultural to play if we proceed with them
  - 4:20-4:50pm – we have a slot reserved for the martial arts performance if they come through
  - Spoken word for Hispanic Heritage Month
  - Matt Payne – local resident/author will do a reading and book signing
    - We will need a table setup for him

- We need to find out from Gordan if the performers can sell their own merchandise (can Matt Payne sell the book at the event to have it signed?) – Mark will find out
- Main acts discussed
  - Redray Frazier
  - Walter Parks
- We talked about possibly soliciting a host or MC to keep people engaged to make sure we don't have too much down time between events.

Meeting called to close at 8:34pm by Shefali