

# **Borough of Wildwood Crest Tourism Commission Meeting**

**Wednesday, January 11, 2017**

**Crest Pier Recreation Center**

Meeting called to order by Brian Cunniff at 4:02 p.m.

Pledge of Allegiance

Reading of the Sunshine Ordinance – In compliance with the Open Public Meeting Act, Chapter 231 P.L. 231 175, the notice requirements have been classified as to the time, place and date of holding said meeting by posting notice of the same on the bulletin board in borough hall and by mailing the same to the Press of Atlantic City and the Cape May County Herald.

Roll Call:	Don Cabrera, Commissioner	present
	Dennis Hall, Tourism Commission	present
	Lester Klayman, Tourism Commission	present
	Bob Patterson, Tourism Commission	present
	Mike DiAntonio, Tourism Commission	not present
	Frank Basile, Recreation Supervisor	present
	Brian Cunniff, Asst. Rec Supervisor/TDC secretary	present

A quorum is present.

Bob Patterson made a motion to accept the minutes from the last tourism commission meeting in November. Lester Klayman seconded the motion. Motion approved unanimously.

Brian Cunniff reported that applications for funding by GWTIDA have been submitted for the following: Seafarers, Sand Sculpting, 5K beach run, Kickoff concert and Thursday evening Sunset Celebrations.

Brian Cunniff stated that he has been in contact with One Off Marketing about getting samples for a possible car magnet featuring the new borough logo. He said he will forward the samples to the members when they come in.

Brian Cunniff stated that the summer music series is about 80 percent booked. Lester Klayman and Bob Patterson asked about adding jazz or country-western music to the series. Brian stated that he contacted the South Jersey Jazz Society last year but got no response. Brian added that he also attempted to book a popular country-rock band for this summer but found out from the promoter that the group is disbanding.

Brian Cunniff stated that the 2017 Wildwood Crest municipal calendar seems to have been received well by the public.

Don Cabrera updated the members on the process of creating a new all-encompassing borough website. He said the borough is working toward having one website rather than separate ones for municipal and

tourism/special events info. The administration of a new website would also be under our control. Right now we have to send changes to a webmaster for the municipal site.

The delay at this point is that the new logo for the Crest is under legal review for trademark. That process should be completed soon. Don expects to get an RFP out by the end of February and then the work on the new website would ideally begin in March and take through the summer. The hope is that a new website can be launched shortly after the summer concludes.

Don Cabrera informed the members that the borough has applied for county open space funds for the construction of a bike path on the beach. The bike path would be constructed in conjunction with Army Corps of Engineers dune construction project. The county open space board has the application but Wildwood Crest has yet to go before the open space board.

Don stated that the bike path at the northern end would run parallel to the current bike path from Cresse Avenue to Rambler Road. It would then continue behind the new dune and come up toward the street at Jefferson Avenue. Preliminary drawings are under review by the state. Don stated that the borough is asking for a 12-foot-wide path. Don said ideally it would be great if this new Crest beach bike path could eventually link to the existing one in North Wildwood so there would be a continuous beachfront bike path across the island.

Don Cabrera stated that the application also includes plans for foot showers as well as small seating areas, benches and bike racks at beach entrances. He stated that all told it is about a \$2.8 million project, most of which would be funded by county open space. The Crest would be responsible for a relatively small percentage.

Lester Klayman asked if this proposed bike path would be on the west side of the current dune line in the south end and how close it would be to the bulkhead. Don Cabrera said that it is west of the current bulkhead, about 300 to feet east of the bulkhead.

Lester Klayman asked if the current dune line would be removed or expanded eastward by Army Corps. Don said it would be expanded eastward. More sand would be added to the existing dunes in the south end. It would be 14 feet from grade.

Bob Patterson stated that tourists may not be happy about having to go over the new dunes

Don Cabrera said any work to be done won't begin until after the summer of 2018.

Lester Klayman asked who would be in charge of maintaining the dunes after they're built. Don said the borough would be responsible to maintain. Lester then asked who would be responsible if a storm comes and the dunes are damaged. Don responded that this is one of the things that has to be worked out.

Don Cabrera stated that the plans for the proposed bike path are available at borough hall.

Don Cabrera said work is being done to refurbish the Nesbitt Center to have it up and running for this summer. Last summer's tourism operation was in the solarium of the old library but it was an ideal setup. Don said funding is now in place to repair the roof of the Nesbitt Center. He said Crest DPW has gutted the building and is getting rid of the mold. A new roof will go on this year.

Don Cabrera stated that there is still discussion on exactly what to do with the old library building. He said right now costs are too high to make it into a tourism/historical society center. It won't be ready for 2017. Big costs are the roof, electric and mechanicals. He said the borough will look into possible grant monies. Borough will go back and address for 2018.

Lester Klayman asked if it was possible that the borough hook up with Rutgers or another educational institution to help with costs. The school could offer classes and programs out of the building.

Don Cabrera stated there has been some discussion of having retail in there as well.

Don Cabrera stated that borough plans to launch a new website by the fall. He'd like to set up an email blast database in which visitors and residents can sign up for general information. Would be good for borough to be able to send mass emails of information.

Meeting adjourned 4:41 p.m.