

Borough of Wildwood Crest Tourism Commission Meeting

Wednesday, March 15, 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	not present
	Brian Cunniff, Asst. Rec Supervisor/TDC secretary	present

A quorum is present.

Dennis Hall made a motion to accept the minutes from the February meeting of the Wildwood Crest TDC. Bob Patterson seconded the motion. Motion approved unanimously.

Commissioner Don Cabrera stated that the tourism center will not be placed in the old library building again this summer. Work is being done at the Nesbitt Center to make it ready for this summer – inside has been gutted, roof has been replaced. Work all done in house by Public Works. Don stated it will basically be like a brand-new building.

Don stated that costs to renovate the old library are too high at this point and that the project is not a priority due to other infrastructure projects. The roof will get replaced on the old library at some point because it is a necessity but then more discussion will need to take place on how to best utilize the building. Most likely will not happen in the near future.

Brian Cunniff presented a quote of \$3630 for 22,500 copies of the 2017 tourism and special events brochure from TAC Printing. Bob Patterson made a motion for the TDC to spend \$3630 to produce 22,500 copies of the 2017 tourism and special events brochure. Lester Klayman seconded the motion. Motion approved unanimously.

Brian Cunniff announced that the borough received word that GWTIDA will fund the following special events in 2017: Kickoff Concert - \$2,000; Sunset Celebrations - \$5,000; Sand Sculpting Festival - \$11,000; 5K Beach Race - \$3,000; Seafarers Celebration - \$7,500.

Dennis Hall stated it seems the money is about the same as last year. Brian Cunniff stated that it is. Dennis asked Brian if he was happy with the amounts awarded. Brian stated he would have liked to have seen Seafarers funded a little bit more, since this event was awarded much more in the past. But overall, he said he feels GWTIDA is supporting our events well.

Dennis Hall stated he will reach out to the Coast Guard again to try to get their presence at one of the Sunset Celebrations, although he knows Thursdays are not good for them. Dennis added that maybe we could get them on an off night. Bob Patterson suggested prior to a concert. Lester Klayman mentioned maybe July 4. Brian Cunniff stated perhaps ahead of the Kickoff Concert on May 29, since it is the evening before Memorial Day. Dennis Hall said he will reach out.

Commissioner Don Cabrera stated that the recreation department, in conjunction with the Crest Running Club, is planning a 10-mile run to be held in the fall of 2018. Would be run by Delmo Sports, which is headed by Crest resident Steve DelMonte. Don will try to get Steve to come to the April TDC meeting to give a presentation.

Don stated that since soccer weekend has gone by the wayside that Columbus Day weekend would be a good target. Date would be Oct. 7, 2018.

Don stated that Delmo Sports is one of the most recognizable race companies on the East Coast and would draw lots of attention and runners. Event could grow exponentially every year.

The idea for this, Don stated, was hatched out of the Broad Street Run in Philadelphia, which is run by their recreation department. He stated that the event would need GWTIDA funding to get off the ground. Having Delmo Sports involved would probably lead to the event getting a couple thousand participants. From a lodging standpoint, most area motels are still open Columbus Day weekend and it could be a good event for them to draw customers. The start and finish of the race would be at Centennial Park.

Lester Klayman asked if the event is on a Saturday or Sunday. Don stated that perhaps a 5K run would be held Saturday, with the 10-mile run Sunday.

Dennis Hall asked if this event would interfere with the Wild Half Marathon hosted by Morey's Piers. Don said no, that the Wild Half event is in the spring.

There was discussion about the course. Don Cabrera stated that the course has yet to be totally designed but that the entire island would be included.

Don Cabrera said maybe the Coast guard name could be in the run. Lester Klayman responded that it could be a Coast Guard Memorial Run. Dennis Hall said anything that can be done to partner with the Coast Guard would be good. Don stated that he knows of runs for the other armed forces but not the Coast Guard.

Bob Patterson asked if the borough supports the Coast Guard Community Festival in the spring. Don Cabrera said that the borough does so by proclamation and also takes out an ad in their program book.

Don Cabrera said borough is finishing up the necessary legal work to create the official borough seal, marks and logos. Now that that is about finished the legal team can focus on the web specs to create a new website. Idea is to merge the tourism site with the municipal site. Don said hopefully a bid can come in mid summer and a new website can be launched before the end of the year.

Dennis Hall believes whatever can be invested into the website would be a worthy expenditure.

Dennis Hall stated he saw an idea about a health fair. Perhaps the Crest could hold one on Sunset Lake. Bob Patterson stated that he believes Cape Regional Medical Center runs one each August in Avalon. There is also one in the convention center in the offseason.

Brian Cunniff stated that it is already on the radar of the recreation department and that the thought was to perhaps use Centennial Park, but that other sites can be considered. Dennis Hall doesn't believe location is critical but he thought it would be a good idea to showcase the lake.

Lester Klayman believes anything that can promote healthy eating would be worth the effort.

Bob Patterson asked if all of the summer music dates were filled. Brian Cunniff stated that at this time the only date open is the Saturday of Labor Day weekend. Bob Patterson said he thinks the Coast Guard marching band might be a good alternative to what we already have there during the music series. Dennis Hall agreed. Brian Cunniff believes that it might work better if it were done on a night when there isn't normally something scheduled there.

Meeting adjourned 4:53 p.m.