

Borough of Wildwood Crest Tourism Commission Meeting

Wednesday, June 7, 2017

Crest Pier Recreation Center

Meeting called to order by Commissioner Don Cabrera at 11:06 a.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.

Purpose of this added meeting is to discuss potential marketing/advertising opportunities with respect to the Crest being named the No. 1 Summer Hot Spot for 2017 by TripAdvisor.

Issues using tirpadvisor – Brian not sure – Lester emblems – Bob Acacia

Bob banner planes – up to Ocean City – Don not a bad idea

Barbara Tomolino-Paramount Air Service – High Flyer out of Woodbine

Bob – maybe do couple trips – Don hit beaches north of us and south Cape May

Barb – 609-374-2775 – 609-886-9090

Bob – emails from friends

Brian – Philly Voice

Bob metal sign end of beach – Don – working on design for those kinds of signs

Don – perhaps fund through surplus

Bob banner archway coming off boardwalk –

Bob can add to ads? – Brian will be added to all ads this year

Lester – billboards – Connie Rt 47 maybe –before parkway

Dennis – good ideas, but would like to see more done online and through social media – other stuff good
– Facebook \$1500 lot of money but if 10K people look at it maybe it's worthwhile

Brian – social media word of mouth – Bob social media picks you

Dennis local stuff all good – get out there little bit – driving down reservations

Don – combination of signage, banners and social media

Don – Connie working on signs for the beach – signs under review with JIF for liability issues

Connie – beach concert – fly banners those days – get most bang for money

Bob Patterson – signs for concerts on Saturdays – Connie A frame signs

Don – Alicia will research TDC surplus – see what have there

\$53 - \$25K for new website

Don – Nesbitt – internet/tourism at Nesbitt – looks great – DPW –

Lester – flag on bike statue – Don good idea

Don – banners where yard sale sign is

Contingent upon available funding as per CFO's report, Bob Patterson made a motion to allocate funding not to exceed \$10,000. Lester seconded - unananimopudlyt

Don thinking about \$10K

Brian will get prices on ideas

Lester – AC concert with banner plane

Meeting adjourned 12:01 p.m.

Steve Del Monte Delmo Sports.

Bob Patterson motion Dennis – unanimously

Shot of Sohtern

Magnets/rck cards brochures

Don – at last meeting Steve and I conversations WC specific race that WC can call its own – 10-miler seems to be most popular among avid runners but also parlay with 5K

No Hydrofrest – why not take that dfunding and give to something bring big numbers into town

Steve Del Monte: started doing this 2004 full-time in 2013 (history of company)

Don called me a couple years go – want a run in October want 10K people – let's talk

Why would something work like this?

Race Direction Wild Half Marathon – second yr with event – that's only comparable event to this – Wild Half up against wall – started as August event, first year was canceled due to hurricane – second year nearly canceled due to massive storm night before, then August doesn't look too good let's move into June – couldn't get date wanted didn't happen in year 3 – year 4 moved to May, pretty good year, last year did it in May again – April this year – event has moved all around the map – total numbers 2500-2600 but feel best executed event – last Sunday in April firm date going forward will grow and get better

For Crest – if go well- three reasons – nothing like it, consistent, buy in from community

Don't want to do same as Wild Half – everyone run boardwalk do same course we don't want to do that unique to Wildwood Crest – best section of island middle of WC south – Centennial Park start and finish – stage beautiful backdrop in heart of strip for hotels – Seaview to Lower Twp OD to Canyon Club turn, head into preseeve then identical track back – finish Centennial Park – packet pickup athlete awards food all done there

Weekend for it to work is Sunday Columbus Day weekend – Crest, Gr Wildwood Hotel Motel to brand this weekend like Hot Rod – Crest Best 10-Miler Weekend – need buy-in – good play on words look up best 10miler will be found – couple that 10K athletes to DELmo Sports every one of athletes will know Competition in fall – Philly has 7 running races

Nice warmup Philly marathon later in fall – give at good price – AC Marathon third weekend in October To make happen – will go GWTIDA, ask to support this event same as supported Wild Half – this event will work – Wild Half works because of Morey's – this event work because going to have community buy in consistency reputation momentum – all ancillary things – will need GWTIDA CREST with police and DPW, support of TDC, rec Commission and Crest running club and local tir club – get some type of preliminary approvals will have max amount of time to promote this event – Morey's and Wild Half can be good partner to help build this up

Goal year one is 2K runners

LEters course – Steve buy in from bridge tcommission Lower Township, marinas

Lester Sat or Sun – Steve Sun – we want people checking in Friday and staying the weekend

Dennis start – Delmo 7 am start – race finished by about 10 am

Steve – work with Coast Guard

Steve notice do right way – never a problem

Dennis glad you're thinking of nature center, great place

Thought Sunset Lake but difficult – Seaview easier to pull off traffic wise

Don beautiful scene at start near hotels

Steve – rain or shine event

2 premiere running events that are completely different

Steve – budget for event
\$15K – traffic company
\$15K – Delmo staff
Hope police DPW in-kind service
Signage and branding \$5-7K
Barricading done by Delmo Sports
Aid station, supplies, map drawings –
Engineering plans? Traffic plans? Depends, if borough can do
Tent tables chairs \$4-5K
Incleemntwe ather – packet pickup pier
T-shirts medals, bibs tracking timing, food \$37K
Photos free – Delmo will secure
Race timing
Miscellaneous expenses
Total budget \$100K – can be much less – lot are variables- traffic variable – T-shirts, police costs, DPW
Haven't talked about marketing

GWTIDA – will go for multi year deal – 3 to 5 years, have done it before
Need financial backing multiple years – must be backbone of event
Then TDC money, Rec Commission
NJ Travel and Tourism marketing grants – will look into

Don – beauty of whole thing best race director East coast doing race in hometown

Dennis asked business sponsor – any idea what kind of money might come in – TYR – official swim
partner Delmo Sports not giving money but paying for swim caps at all events
Check for someone or donate product is fantastic

Budget inflated – never will go above that most likely smaller

Lester what looking for from us – hard cash from TDC – GWTIDA will get behind if Crest is behind it –
Steve \$15-20K range from TDC

Delmo – come to Escape the Cape June 4 – CM Lewes Ferry terminal – give each pass come onto boat
see from boat 2K people jumping off swimming to shore

Brian – things we have to look into if rec comm can donate – Brian must be costs incurred in 2017

Frank wait until Sept to allocate money
Steve – GWTIDA not behind it event won't happen – Steve think get indication of what going to happen
by September

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 bed 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.