

Borough of Wildwood Crest Tourism Commission Meeting

Wednesday, November 29, 2017

Crest Pier Recreation Center

Meeting called to order by Commissioner Don Cabrera 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	not present
	Mike DiAntonio, Tourism Commission	present
	Frank Basile, Recreation Supervisor	present
	Brian Cunniff, Asst. Rec Supervisor/TDC secretary	present

A quorum is present.

Dennis Hall made a motion to accept the minutes from the last TDC meeting in September. Lester Klayman seconded the motion. Motion approved unanimously.

Brian Cunniff stated that he has submitted funding applications to GWTIDA on behalf of the borough. This was done earlier this month.

Brian Cunniff spoke about the proposed new Christmas in July event on July 22, 2018 at sunset Lake. Plans are to include live music with holiday themes, visit from Santa Claus, free family pictures with Santa Claus in a beach patrol boat brought to Sunset Lake. Would also decorate parts of the area with holiday lights, etc. Lester Klayman said perhaps a decorated Christmas tree floating in the bay near the area would enhance the event.

Don Cabrera stated the Crest Best 10-Miler scheduled for Columbus Day weekend 2018 has received written commitment from GWTIDA for funding. Event host Delmo Sports will reach out to moteliors to create a package for participants and list motels on their website. The start and finish of the race will be at Centennial Park. The event will showcase all of Wildwood Crest and will not go across the bridge to ward Cape May. Don stated that the Crest is committed to \$30,000 cash donation and \$10,000 in in-kind services and this money will not come directly from the TDC. Don stated that there was some leftover money that was budgeted for branding and the new website that can be transferred into the TDC and then allocated to the Crest Best 10-Miler.

Lester Klayman asked how Delmo Sports would reach out to motel owners. Don Cabrera said the plan was for them to reach out within the next 30 days.

Don stated that the weekend will include a 5K run Friday evening, a five-mile run Saturday and a 10-mile run Sunday. He added that a representative from Delmo Sports will make a presentation on the route map at a future TDC meeting.

Dennis Hall and Mike DiAntonio both agreed that this could be a very good event for the Crest.

Don Cabrera stated that the Crest Board of Commissioners reorganization meeting is scheduled for Wednesday, Jan.3, at 9:30 a.m. at Crest Pier. In planning for that, he stated that staffing and management of Nesbitt Center will now fall under the management staff from recreation/tourism. Brian Cunniff stated that plans are to open the Nesbitt Center for longer hours than the current 10 a.m. to 4 p.m. schedule. Lester Klayman believes this is a good idea and that information needs to be made available to the public even during off-hours. Lester thinks there should be a place for people to get info when the center is closed. Don Cabrera stated that the borough wants to improve in these areas. He said it needs further investment.

Don Cabrera stated that the new borough website will be formally launched sometime in early 2018. The current separate municipal and tourism websites will be brought together for one site. Don stated that Brian Cunniff will be the main point person for website management. Don also hopes to set up email blasts so people can sign up and get borough information sent to them on a regular basis. Don said we will have direct access to the site to make changes, rather than having to go through an outside administrator like we do now.

Meeting adjourned at 4:35 p.m.