

Borough of Wildwood Crest Tourism Commission Meeting

Wednesday, September 13, 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	not 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.

Also present is Alethea Roy from Wildwood Motor Events.

Bob Patterson made a motion to accept the minutes from last meeting of the TDC in March 2017. Dennis Hall seconded the motion. Motion approved unanimously.

Brian Cunniff gave a report on the Summer Music Series. He said attendance for Saturday shows may have been a bit smaller overall but Wednesday attendance was up. Brian stated that this has been the worst weather for the Summer Music Series since its inception. There were a couple of cancellations and a few other shows that were moved to rain dates.

Bob Patterson asked if there were any complaints made about parking no longer being available at the church lot at Atlantic City and Fern. Brian Cunniff said he had not heard of any.

Dennis Hall asked about incorporating some kind of patriotic show into next year's series. Brian Cunniff stated that this had been done before and that the show was very good, but that attendance was much lower than that of regular shows. Frank Basile stated that perhaps we could visit this idea again for next year, since July 4 falls on Wednesday. Dennis asked about getting the Coast Guard back again in some capacity for an event.

Frank Basile stated that we have battled an electrical issue at the park and that all efforts have been exhausted through the Department of Public Works. Frank stated that the system that is there is working

as it is intended but that it is probably not the right system for what we're doing there. Frank stated that if this isn't rectified that we may have to budget to have a sound company run sound for every show next summer so they can tie directly into the electrical box and not have to deal with the receptacles on the stage, which have tripped on numerous occasions all summer.

Commissioner Don Cabrera stated that he has a plan to rectify this for 2018. He said the outlets were changed to more highly sensitive GFIs and the large systems that bands use sometimes cause trips. Don said he has been working with the borough engineer on a plan to recess the electrical outlets used for live music into the concrete. Hope to accomplish this in time for next year.

Brian Cunniff gave a report on the Sand Sculpting Festival on July 9. Brian said the event was moved to the front of the beach pier closer to the ocean and that that move seemed to generate more exposure and traffic. Lots of participants and onlookers. Brian Cunniff stated that, in an effort to reduce costs, the recreation department will look into placing the live music onto the edge of the beach pier and covering the last deck with a tent, rather than spending nearly \$2400 to rent a portable stage.

Bob Patterson stated that he continues to believe the Sand Sculpting event is a good event for the Crest. Gives us a lot of positive press exposure. Brian stated that many photos from it pop up on social media and that the Philadelphia television stations as well as South Jersey area newspapers have covered the event in the past.

Brian Cunniff said the 5K Beach Race was not as successful as in years past due to the weather. Heavy thunderstorms and high winds came through the area the night before and we nearly had to cancel due to parts of the beach being flooded. Brian stated that we had 170 finishers, about 100 less than usual. Frank Basile said we were pleasantly surprised to have even that many finishers considering the conditions. Frank said those who participated were in good spirits despite the difficult conditions.

Brian Cunniff said plans are pretty much complete for the Seafarers Celebration for Sept. 23. He said the live music lineup is probably the best we've ever had, with Star Band, Stellar Mojo and Legacy Band during the day at Sunset Lake and Big Bleu at night at Centennial Park. He said everything is in place for the beachfront fireworks show.

Don Cabrera said he has had a few meetings with Steve DelMonte of Delmo Sports since his presentation in the spring about the Crest Best 10-Miler running race proposed for 2018. Don believes the event will happen. As always, there are issues to overcome but we can do so. Don wants to work out the details on funding so that it doesn't hurt the TDC. Perhaps more municipal based. Don said Steve has a race this weekend in Atlantic City and another race in Lewes, Del., right after that. Following those races, Don said he expects to have Steve's full attention on the planning for this race.

Alethea Roy from Wildwood Motor Events gave a presentation on bringing back the Monster Truck Expo event that was previously held at the Crest Pier area on the Friday evening prior to the Monster Truck weekend event in Wildwood. She said her organization is looking to resurrect the expo event on Friday, which would be Sept. 29. She said she would like to request funding to help with the costs. She believes it is a fun, friendly family event.

Frank Basile stated that the Crest used to apply for funding from GWTIDA for this event and that we used to receive around \$2,500. Frank said he was not comfortable in the past handling money that was generated from the monster truck rides on the beach.

Frank Basile said the event would be good to have but that the Crest Pier building itself will be off limits to the public because gym floor work will have just been completed that week. But Frank said the vendors in the parking lot, the music entertainment, the meet and greet with the drivers in Ocean Avenue with the trucks and the truck rides on the beach would all be fine.

Brian Cunniff asked Alethea if their organization had applied for funding for the event. Alethea said they did and were awarded \$2,000. Don Cabrera asked what the budget for the event is. Alethea said it was probably close to \$10,000 and that the organization most likely would not be making money on the event but wanted to use to help promote the weekend races and let kids get close to the trucks and drivers.

Frank Basile asked if the Crest Department of Public Works is on board with this event, since things will be needed from them to get the area ready. Don Cabrera stated that this shouldn't be a problem.

Dennis Hall said he'd like to see this event go if possible. Thinks it is a good family tourism event for the Crest.

Dennis Hall made a motion for the Wildwood Crest TDC to co-sponsor up to \$1,000 for the event to help in the promotion of Wildwood Crest. Bob Patterson seconded the motion. Motion approved unanimously. Alethea Roy thanked the TDC members for listening to her idea and offering support of the event.

Meeting adjourned at 4:53 p.m.