

Borough of Wildwood Crest Tourism Commission Meeting

Wednesday, April 11, 2018

Crest Pier Recreation Center

Meeting called to order by Brian Cunniff at 4:05 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, Mayor/Commissioner	not 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.

Dennis Hall made a motion to accept the minutes from the March 2018 meeting. Lester Klayman seconded the motion. Motion approved unanimously.

Brian Cunniff reminded the members to, if not done already, file their financial disclosure forms.

Potential funding of the classic car events was discussed, as per a proposal made by Alethea Roy of Wildwood Motor Sports in March. Lester Klyaman said he didn't think there was much to the event in the spring. Bob Patterson asked if the Crest would be listed as a sponsor. Brian Cunniff responded yes. Bob Patterson said that if the Crest TDC name is listed as a sponsor that he would suggest offering a \$500 sponsorship. Discussion was that overall there wasn't much of a benefit to Wildwood Crest overall. Frank Basile stated that he believes \$500 for trophies is a generous amount.

Bob Patterson made a motion for the TDC to award \$500 in funding for the fall classic car show, provided that the name of the Wildwood Crest TDC is listed on the trophies. Lester Klayman seconded the motion. Motion approved unanimously.

Brian Cunniff stated that all the info for the tourism brochure has been sent off to the printer. Hopefully it will be printed and out on the street by the end of the month.

Brian Cunniff stated that GWTIDA has informed the Crest that it will fund \$2500 toward the Christmas in July event at Sunset Lake on July 22. Brian stated the event will included Christmas-themed music, photos with Santa and other Christmas-type activities.

Bob Patterson, who also sits on the GWTIDA board, gave out literature to the members related to how the organization distributes money for events. The literature contained info on all of the funding formula used.

Bob Patterson said he believes the Crest needs to find outside organizations and people to run events in the borough. Dennis Hall stated that he believes the recreation department does a lot of events for the town already. Lester Klayman agreed.

Brian Cunniff stated that renowned travel and tourism expert Roger Brooks will be coming to the Crest to meet with stakeholders on May to discuss issues in the Crest related to the business district. He will consult on ways to improve the district. TDC members are invited to attend.

Dennis Hall asked about our sand sculpting event in July, with respect to how to make it bigger. He said a similar event in Virginia Beach has a large tent with professional sculptures inside to make it a gated event. He wondered if we could do that here by luring pros to the event. Brian Cunniff said he will talk to our event host and see if we could look into this.

Meeting adjourned at 4:49 p.m.