

Borough of Wildwood Crest Tourism Commission Meeting

Wednesday, February 7, 2018

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

A quorum is present.

Bob Patterson made a motion to accept the minutes from the November 2017 meeting and the January 2018 meeting. Lester Klayman seconded the motion. Motion approved unanimously.

Alethea Roy of Wildwood Motor Sports was present and spoke to the members about the possibility of securing funding for the 2018 Monster Truck Expo at Crest Pier scheduled for Friday, Sept. 28, from 6 to 9 pm. Alethea said she was very appreciative of the TDC for awarding the event funding on short notice last year. Event includes monster trucks brought to Crest Pier area for display, monster truck rides on the beach and more. Plans are for six monster trucks, including a large display truck called Megeasaurus. Alethea said last year's vent had just under \$10,200 in expenses after the TDC's contribution and a contribution from GWTIDA, so it is a costly event.

Alethea said the borough pledged \$3,500 last year. Brian Cunniff stated that the borough contributed \$1,000 toward expenses for the event, plus Commissioner Cabrera was able to waive borough fees for police, DPW, etc. Alethea asked for the TDC's support again for 2018.

Dennis Hall said he feels the TDC can go on the assumption that the borough can waive fees like last year and the TDC can make a contribution.

Alethea stated that she does not need an answer at this time. She said she has about two months.

Brian Cunniff stated that the members could go over the budget and see where the TDC is with its available money and then approve it next month.

Dennis Hall said he likes the event. Very local to the Crest while also bringing in visitors and is very family friendly.

Bob Patterson stated that he'd like to go through the budget first. He added that the TDC and the borough should be able to also provide some in-kind advertising.

Alethea Roy exited the meeting at 4:20 pm following her presentation.

Bob Patterson asked how the event was last year. He said he drove by and didn't think it was well attended. Frank Basile stated that the event was not well attended, but it was a seasonably cold night and was put together late. Frank said he thinks the organizers learned a few things about how to improve it. Frank believes the event can grow if marketed better and earlier, which they should be able to do. Bob Patterson agreed, saying the event definitely needs better publicity.

Lester Klayman suggested giving the event the same \$1,000 as last year, plus in-kind advertising. He said he thinks that's a nice package. Members agreed to table discussion on what to award the event until the next meeting.

Brian Cunniff informed the members that, as per Mayor Cabrera, \$30,000 has been moved from the municipal budget into the TDC. Denis Hall made a motion to provide DelMoSports with \$30,000 from the TDC for event support for the first-ever Crest Best 10-Miler running race event Oct. 6-7, 2018. Bob Patterson seconded the motion. Motion was approved unanimously.

Brian Cunniff stated that he had a meeting with Beverly Trapp and Ben Rose of GWTIDA about the proposed Christmas in July event on Sunday, July 22. GWTIDA is interested in funding the event but wanted to know if a boat parade could be brought back to coincide with the event. Brian said he would discuss internally to see if this was viable but said his opinion was that it could work. However, Brian said he told the GWTIDA members that he didn't think the Crest as a borough should organize the boat parade and that an independent entity should get on board. Brian said he also expressed some concerns about a boat parade with respect to the tide, because many boats when past parades were held would not come into the Sunset Lake at low tide. Brian added, however, that this year high tide is around 6 pm, which is beneficial.

Bob Patterson said the ideal situation would be to see if a marina would get involved. Brian responded that the GWTIDA reps think that Schooner Island Marina in Wildwood could be interested.

Lester Klayman asked if receiving GWTIDA funding for the event was contingent on tying the event with a boat parade. Brian said he wasn't sure.

Brian Cunniff distributed a draft of a general 2018 TDC budget to the members. Total projected budget is \$87,500, which also includes the \$30,000 approved to DelMoSports for the Crest Best 10-Miler.

Lester Klayman said considering where income is and where the budget is that he is comfortable going with what was proposed. Lester Klayman made a motion to accept the 2018 TDC proposed budget. Dennis Hall seconded the motion. Motion approved unanimously.

Lester Klayman asked if the \$30,000 given to DelMoSports could be reduced in the future. Brian Cunniff stated that hopefully the event does well right from the start and that money awarded to it can be scaled back in future years. Brian Cunniff stated he is confident the event will be well and attract a lot of people even in the first year.

Bob Patterson stated that GWTIDA has awarded Stallion Marketing \$2,000 in event support for its ventures in the Wildwoods this summer. Stallion is hosting the Food Truck Festival along Sunset Lake in late July.

Brian Cunniff distributed information about advertising in Summer Shore Guides produced by the Newark Star-Ledger. The consensus among the members was that this was too expensive. Members were not interested in pursuing.

Brian Cunniff distributed information about the borough possibly acquiring a webcam. Brian stated it would most likely be mounted at beach patrol headquarters and linked to the new website. Brian said he follow up with the company in short order.

Brian Cunniff stated that the Futsal (indoor soccer) event that was supposed to be in the Wildwoods Presidents Day weekend was canceled. Brian stated that he informed GWTIDA reps at the recent meeting that Wildwood Crest Recreation was not formally notified of the cancellation. Crest Pier was supposed to be one of the host sites.

Meeting adjourned at 5:10 p.m.