

# **Borough of Wildwood Crest Tourism Commission Meeting**

**Wednesday, January 10, 2018**

**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, Mayor/Commissioner	present
	Dennis Hall, Tourism Commission	present
	Lester Klayman, Tourism Commission	present
	Bob Patterson, Tourism Commission	present
	Mike DiAntonio, Tourism Commission	present
	Frank Basile, Recreation Supervisor	not present (entered 4:45 p.m.)
	Brian Cunniff, Asst. Rec Supervisor/TDC secretary	present

A quorum is present.

Mike Palombo gave a presentation to the TDC about a designed mobile app by New Field Technology. Designed for users to point to specific URLs at any given time to find information on specific things. Cape May County tourism uses key fobs to show its virtual book. Use the logo for the Crest. People can take them with them and find specific schedules of events, etc. Good for changes to event schedules and the like. \$500 setup charge and then key fobs/chains are about 75 cents each.

Liz Hargett of Stallion Marketing gave a presentation about a proposal to hold a Food Truck Festival event along Sunset Lake on Sunday, July 29. The company has held similar events in Sea Isle and North Wildwood. Sea Isle event has twice been rated as one of the best in the country. Liz states that it's a brand-new, different kind of dining experience. They also are trying to hold three such events at Byrne Plaza in Wildwood this summer.

Liz believes Sunset Lake area will work well because the curve along New Jersey Avenue at the south end lends to lining the trucks along the lake. They plan to bring in other vendors as well that would tie into sunset theme. Very family friendly as well.

Brian Cunniff asked if Stallion Marketing was looking for support money from the TDC. Liz replied that there is no request for money but Stallion Marketing would need some in-kind services in terms of police presence and trash removal by public works. They'd also like for the event to be included in any Wildwood Crest materials promoting special events.

Liz stated that since there is no alcohol in the Crest that Stallion Marketing would bump up the programming around the event to make it more attractive.

Dennis Hall asked if it were possible for a one-day liquor license to be obtained. Don Cabrera stated he is unsure but would ask the borough administrator to look into this. Liz stated that generally the vendors like for alcohol to be available but that it can certainly be done without it.

Liz stated that these are not "grease trucks." Very high-end food. She said people want an experience they can't get elsewhere.

Bob Patterson stated he knows Haddonfield, which, like Wildwood Crest, is dry, has had craft beer and wine-tasting events so he feels that it is possible to get alcohol at such an event in the Crest.

Mike Palombo and Liz Hargett each exited the meeting.

Frank Basile entered at 4:45 pm.

Mike DiAntonio did not like the fob idea. He believes Facebook/social media has more reach. He also wondered how we would distribute the fobs when many people are only coming in and out of town for a week in the summer. He also thinks the cost is too high.

Members were in agreement not to pursue this idea.

Each of the members was in favor of the food truck festival proposal. Don Cabrera especially liked the idea since the organizers are asking for no money from the Crest. Don wondered if the event could go somewhere else in town or if Sunset Lake is the best place.

Lester Klayman asked if Stallion Marketing has a following. Frank Basile stated that their events seem to keep returning to the places that have them each year so he surmised that they did rather well.

Don Cabrera asked if everyone was OK with the idea. All were in favor.

Lester Klayman made a motion to support Stallion Marketing's plans for a Food Truck Festival at sunset Lake on Sunday, July 29. Bob Patterson seconded the motion. Motion approved unanimously.

Bob Patterson asked Brian Cunniff if he had met with GWTIDA representatives regarding the proposed Christmas in July Festival at Sunset Lake. Brian said he was asked to come to a meeting on quick notice but couldn't make it and that he and Beverly Trapp were going to set up a meeting in the near future to discuss it.

Bob stated that GWTIDA reps liked the idea but wanted to tie it into the boat parade one night earlier if the Crest were willing to move the event. Brian Cunniff stated that the reason this was scheduled for a Sunday is because we already have live music at Centennial Park on Saturday evening and the Crest would be competing against itself for attention from public for two separate events. Brian and Frank Basile both stated they did not want to move this event to a Saturday.

Don Cabrera stated that Brian Cunniff is moving more into the tourism end of things for Wildwood Crest. Any municipal issues with events would be addressed by Brian. Don stated we don't want to encourage someone to bring events and then whack them with fees. As a tourism community we should do as much as we can to attract events.

Don Cabrera stated that the CFO is requesting a budget from the TDC. Brian Cunniff stated he can work on something and have it ready for the TDC to discuss/approve at the February meeting. Don believes it will most likely be close to the same as last year.

Don Cabrera stated, that with his being a new year, he wanted to thank everyone on the TDC for volunteering their time and coming to the meetings and giving their input.

Don Cabrera stated that the Nesbitt Center will now fall under the recreation department and that Brian Cunniff will oversee the staff. Brian stated that plans now are to have the tourism center open more days and for longer hours this summer. Perhaps 8 a.m. to 6 p.m. rather than 10 a.m. to 4 p.m. as in the past.

Meeting adjourned at 5:15 p.m.