

Borough of Wildwood Crest Tourism Commission Meeting

Wednesday, March 14, 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.

Also present is Bruce Hamlin, a recently appointed GWTIDA for Wildwood Crest.

Bob Patterson made a motion to accept the minutes from the February 2018 meeting. Lester Klayman seconded the motion. Motion approved unanimously.

Brian Cunniff informed the members that the new newsletter has been distributed via traditional mail and is available at all borough buildings. Newsletter has been well received by residents. Lots of info about municipal news and services, as well as upcoming special events.

Brian Cunniff informed the members that the GWTIDA special events calendar has been printed and distributed. Lester Klayman asked where it can be picked up. Brian stated that it is at the Crest Pier and borough hall and will also be available at the Nesbitt Center once that building opens in May.

Brian Cunniff stated he has had conversations with Steve Shearer of public works about improving the electrical service at Centennial Park for the live music. Brian said Steve believes he has a solution that will improve the service.

Brian Cunniff asked the members to consider the request for funding from Alethea Roy of Wildwood Motor Sports for its Monster Truck Expo in the fall. Bob Patterson stated he believes the TDC should do the same as last year. Bob Patterson made a motion for the TDC to provide \$1,000 plus in-kind services

with fees waived at the behest of Mayor Cabrera. Lester Klayman seconded the motion. Motion approved unanimously.

Mayor Cabrera informed the members that he received a letter from the same organization about support for its spring and fall classic car shows. Lester Klayman said the entire event is held in Wildwood, although some of the people involved stay in the Crest. Bob Patterson stated that the fall show is much larger than the spring. Frank Basile stated he'd like to see the organization provide cars for display at the Seafarers Celebration as was done in the past.

Don Cabrera said he believes the TDC should be more inclined to support the fall event, if they'll agree to provide vehicles for display at Seafarers.

With members unable to come to a decision, Brian Cunniff suggested the tabling the item until the next meeting. Bob Patterson agreed. He and Lester Klayman agreed the fall event would be more of interest to the TDC.

Bruce Hamlin introduced himself as a newly appointed member of the GWTIDA board. He stated that tomorrow will be his second meeting. His feeling is that the Crest gives a lot of the tax dollars to GWTIDA but that event support seems to go more to Wildwood and North Wildwood. Bruce stated that money for 2018 has already been allocated but moving forward he's like to help the Crest fight for more event funding for 2019 and beyond.

Bruce Hamlin asked how the TDC appropriates money. Brian Cunniff gave him a brief overview of the TDC budget. Mayor Cabrera gave Bruce a brief overview of how the TDC generates its money through part of the mercantile fees.

Bruce added that he'd like to see funding get better for the Crest. He'd like to help game plan for applications in September and October. He said he feels to Crest is contributing a large piece of the pie and would like to see it get its fair share.

Brian Cunniff and Frank Basile stated that one of the hurdles with events seems to be the lack of alcohol in the Crest. Many events in Wildwood and North Wildwood are tied to alcohol.

Mayor Cabrera said alcohol at events could be done. Ordinances would have to be amended to permit alcohol sales on a per-event basis. Would be a matter of amending ordinances to allow alcohol at public places. He said he doesn't have a problem putting it on the agenda for discussion at a Board of Commissioners meeting as long as the TDC members support having the discussion. TDC members were in favor.

Bob Patterson stated that he has seen dry towns allow for one-day alcohol sales tied to events. He said he saw Haddonfield have a wine-tasting event. Mayor Cabrera said as long as a winery or a brewery has a license and the local municipality allows the sales then it can go forward. He added that ordinances in the Crest currently do not allow for it.

Mayor Cabrera believes the mentality toward alcohol sales is changing in the Crest and that more people are open to it. He thinks allow sales at an event or concert isn't that big of a deal.

Mayor Cabrera said he has no problem bringing it up for discussion on the municipal level. He believes the Crest needs to loosen its stance on alcohol if it wants to be competitive in the tourism industry and in attracting more special events to the borough.

Bruce Hamlin believes it would be a great way to attract business and events.

Mayor Cabrera said the borough has scheduled a meeting with a planner to study the business district in the Crest. Plan is to help revitalize the area. He said he'll invite members to the meeting.

Mayor Cabrera stated the new website will be adding a page for business listings for anyone who pays a mercantile fee. Businesses can get their names listed on the website.

Meeting adjourned at 5:14 p.m.