

Borough of Wildwood Crest Tourism Commission Meeting

Wednesday, September 12, 2018

Crest Pier Recreation Center

Meeting called to order by Brian Cunniff at 4:10 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	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.

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

Brian Cunniff gave an update on summer special events and tourism-related activities:

-- The Summer Music Series went well except for the weather. There were five postponements, one cancellation and two shortened shows due to rain. These were all on Saturdays. All Wednesday shows were held as normal. Brian added that attendance is good but seems to be down. He believes that some of that is due to the lack of parking in the area, now that the church lot one block from the park is no longer there. Bob Patterson added that he was amazed at the number of people who parked at the lot and that many of them were from offshore.

-- The Thursday evening Sunset Celebrations were a hit. Music went well and free photos are well received. Brian said plans are in the works to perhaps get some kind of local group involved in a flag-lowering ceremony each night for next year. We had one a few years ago with the Coast Guard but it is a very tedious process to try to get them involved. Brian stated there has been some internal discussion about moving the Sunset Celebrations to Monday evening for 2019.

-- The Sand Sculpting Festival in early July featured a large number of participants. Moving the event in front of the Beach Pier helped with visibility. It was a dry but very windy day for the event. The music didn't go well for a couple of reasons. There were electric issues that forced the first act to go on late and then there was an unfortunate freak injury to a member of the second act, which did not play at all. Brian said we saved a lot of money and aggravation by not renting the stage and the sound system for the event.

-- The new Christmas in July Festival on July 22 went very well for a first-year event. Many more people attended than anticipated. Music, some activities and a visit from Santa all involved. Brian said there were some comments made by the public that the Sunset Lake area could have used more decorations.

-- The Food Truck Festival run by Stallion Marketing on July 29 had a very high turnout. So high that some vendors ran out of food. There were some issues with a lack of trash cans and portable toilets. But all in all a very good event that we will look to bring back next year and perhaps even add more dates.

-- The 5K Beach Run on August 4 featured better numbers than last year. The weather ended up being better than what was forecasted. Event went smoothly.

Brian Cunniff stated that the Photo Spots contest did not go as well this year as in years past. Only a handful of people completed the contest and received T-shirts.

Brian Cunniff added that there are still some special events on the calendar before the season is complete. The Firefighters Craft Show is scheduled for this weekend, the Seafarers Celebration is set for Sept. 22 and the Crest Best Run Fest being run by Delmo Sports is scheduled for Oct. 6-7.

Frank Basile stated that the Nesbitt Tourism Information Center saw much more traffic than in years past. Hours were extended to 8 am to 6 pm daily. We've also kept a list of asking where people are from to give us an idea of where our visitors are coming from. Brian Cunniff added that there were many Wildwood Crest people in there for the first time since residents needed to pick up the new DPW recycling center tag there.

Bob Patterson believes the borough could use some directional signs to the Nesbitt Center. Mayor Cabrera added that perhaps eventually we could get kiosks at the center so people can punch in info on their own. Mayor Cabrera stated that the borough is looking into trying to find a way to sell official Wildwood Crest merchandise out of the Nesbitt Center. Could be a tremendous draw. Profits from ales could be reinvested into tourism related activities.

Bob Patterson said he believes the Crest could make a few thousand dollars a year on T-shirt sales alone.

Mayor Cabrera said the Crest Best Run Fest Oct. 6-7 is in need of volunteers. Brian Cunniff stated that he has posted this info to the Crest website and social media pages.

Mayor Cabrera said planned improvements at Sunset Lake are scheduled to begin in October.

Mayor Cabrera stated there are still ideas to turn the old library building into a tourism based center but for it also be a place where locals can gather. Historical society would also be housed. He added he'd like to see retail – coffee shop, sandwiches, etc.

Mayor Cabrera said the idea of the Crest creating one-day liquor licenses for events is being reviewed by the ABC.

Mayor Cabrera said the New Jersey Avenue business district is being reviewed for potential improvements. He also said signage throughout the borough is being reviewed.

Meeting adjourned at 5:03 pm.