

Borough of Wildwood Crest Tourism Commission Meeting

Wednesday, April 10, 2024

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
	Joanna Lacivita, Tourism Commission	present
	Dennis Hall, Tourism Commission	present
	Stephanie Alicea	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 of the March 2024 meeting of the TDC as presented. Stephanie Alicea seconded the motion. Motion approved unanimously.

Brian Cunniff went over the financial report with the members. Spending is beginning to exceed revenue. Brian Cunniff mentioned that there is some leeway to use money from the Tourism Entertainment line item in the budget to offset some of this. Tom Ankrum mentioned that if spending continues in this manner it could be a problem. Brian Cunniff said Mayor Cabrera indicated at a previous meeting that perhaps an increased in the TDC fee could be considered to help with revenue.

Dennis Hall asked if GWTIDA money for events goes into the TDC. Brian Cunniff responded that there is a separate line item set up in the borough's budget by the finance office for that money.

Dennis Hall mentioned that the amount of events done by the borough is important. Would like to see them continue.

Brian Cunniff mentioned that the Saturday night, summer kickoff and July 4 concerts are taken from TDC money but that tourism entertainment money could be used on one or two of these shows to save TDC money.

Brian Cunniff reported that Robindale Media has developed a QR code that links to the borough's entertainment calendar at no cost. Will be implemented on all printed materials.

Stephanie Alicea mentioned that this will be great to be able to give guests at motels. Dennis Hall agreed, since we have eliminated printing an events brochure for 2024.

Tom Ankrum said perhaps a business card could be made with the QR code on it as well. Brian Cunniff said he would look into it.

Brian Cunniff reported that the borough cannot rent the "Summer Thinking" sculpture from Seward Johnson due to that piece needing to be anchored into the ground. Do not want to dig into new landscaping at the Crest Arts Pavilion. Brian said he would email the members the info again and they can choose another sculpture.

Brian Cunniff gave an update on various borough projects, such as Bayview Park, Crest Arts Pavilion, street-end beach entrances north of Rambler Road and the pavilion at the tennis/pickleball court facility. All projects on time to be fully completed or mostly completed by Memorial Day weekend.

Dennis Hall asked about weddings at the Crest Arts Pavilion. Brian Cunniff stated that the borough still has some work to do regarding rentals. For example, alcohol may be permitted inside the building but not on the outside grounds.

Meeting adjourned at 4:50 p.m.