

# Borough of Wildwood Crest Tourism Commission Meeting

Wednesday, February 12, 2020

Crest Pier Recreation Center

Meeting called to order by Brian Cunniff at 4 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     |
|            | Joseph Franco, Tourism Commission                 | present     |
|            | Dennis Hall, Tourism Commission                   | present     |
|            | Lester Klayman, Tourism Commission                | present     |
|            | Bob Patterson, Tourism Commission                 | present     |
|            | Frank Basile, Recreation Supervisor               | not present |
|            | Brian Cunniff, Asst. Rec Supervisor/TDC secretary | present     |

A quorum is present.

Denins then lester

Bob Patterson then joe franco unanimously  
Les cucil

Les new market overlap Northenr NJ NYC in addition to Philly lucrative market

NJ Advance Media  
Robindale Consulting

Brian - Beach box program  
Bob – greaet idea  
Lester – can djust boxes acfodring to demand – 8 every other demand then move  
Joe – awesome program  
Meeting  
Joe valuables – don in the contract

June 18 – health expo

Asked CFO report what have in bank TDC – as of Jan 31 – 2020 \$93,573 – bill out merc it will go up

Chrissy Marie Casiello sells jewelry Cardinal and NJ – presentation borough involved in a festival – asking for TDC funds help her pull it off – expect that to come

Two yrs ago revamped website – technlgy has changed Brett in process of updating website – new technology behind this website making changes and being seen – infrasstructure behind site is improving

Email data base – people requesting info from borough – build data base may make sense – cheap way to promote WCrest- campaign to capture email addresses – get Wildwood Crest in front of them

Most recently presentation Frishing pier last wednesday – project correlates with new dune by army corps – still happening still on horizon – starting to look at extending, widening, raising the pier – estimated cost \$6-9 million NJDCA trust DOT historic trust, CMC open space all potential partners in this – keep cost down to WC taxpayers – 2-3 yrs away have to start planning now – going to Trenton tomorrow – went very well

Brian – very positive on social media too

Don – take sand from high tide line – calculation 750 out – historical component as well – built 1918 Philip Baker directly in front of old crest pier – built in 18 days –

Feb 19 – Sunrise Park additional fitness equipment and playground – big discussion offstreet parking on grassy area – not personally in favor of parking but people have asked – put proposal out but now discussion whether to do it or not – I think old library site and not ruining an open lot on beach – other comm may be for it – property owners in area don't seem to like it – will meet with them  
Lester breath of fresh air that park

NJ Ave – net shareholder meeting March 28 at 11 am at fire hall – trying to keep taxpayers residents second homeowners in the loop of all – made revisions to plans after last meeting – continue to have more open meetings to get the feedback – that's area one consumption license – more discussion on that topic as well

Old library – out to bid to do parking lot if that happens – exterior of building – finish work inside with DPW -

Bob Patterson – dunes – first meeting 52 accesses all across island from Angelsea to end of Crest – gravel then borough pay

Don – official ADA 4 or 6 – all beach ends opportunities to have opportunity to have access similar to what NW has –

Joe 2-3 years how long to build – Don 4 month project

Motion 4:41 pm

Joe Franco made a motion to accept the minutes of the last TDC meeting in November 2019. Lester Klayman seconded the motion. Motion approved unanimously.

Brian Cunniff stated that 2020 events are currently being loaded into the event calendar on the borough website. He said about 80 percent has been completed to this point.

Brian Cunniff stated that the Seafarers Celebration event on Saturday, Sept. 26, has received \$15K in funding from GWTIDA for 2020. This is up from \$7500 from last year. Extra money was requested to help assist with potential fireworks show returning to Sunset Lake.

Brian Cunniff informed the members of the dates of many of the special events planned for the summer of 2020.

Brian Cunniff stated that Wildwood Crest Recreation will take over the management of the Wildwood Crest beach storage box rental program from the City of Wildwood for 2020. He stated that those who rented last year will have a two-week window in early March to renew. Then box rentals will be open to all in late March. Specific dates to be determined.

Mayor Cabrera stated that the Crest has purchased 200 boxes, which is 52 more than were available last year. He added that this program can be a significant revenue stream to the borough. He said the Crest also plans to offer for the rentals to be available much later in the season and can provide good maintenance to the boxes. He's optimistic the borough can provide strong customer service.

Brian Cunniff added that all reservations will be done through a yet-to-be-completed web page on the borough website.

Lester Klayman asked how much each box costs. Mayor Cabrera said the cost is \$1300 per box, with two rentals available per box. The mayor added that the borough will see a return on its investment and a profit by Year 2.

Joe Franco asked about maintenance of the boxes. Mayor Cabrera responded that they're easy to maintain and that each box should last at least 10 years. He added that the boxes are visually appealing on the beach and that the boxes are made by DEPTCOR. Mayor Cabrera further stated that all boxes should be delivered and in place by early May.

Joe Franco said he believes this is an awesome program. Another amenity to offer residents and visitors.

Dennis Hall said he thinks it makes the beaches more user friendly.

Mayor Cabrera stated that the motorcycle rally in early September may not happen in 2020. He stated that the GWTIDA sent a letter to the island's mayors stating it is not supporting the event. He added that the coordinator of the event has indicated it will still go on. Will have to wait and see what transpires.

Mayor Cabrera stated that improvements coming to Sunrise Park should begin by the end of February. He said a new playground, water spray station, fitness equipment and some parking on the Ocean Avenue

side of the park are all in the plans. Parking will help people utilizing that facility and accommodate those attending concerts at Centennial Park. The mayor stated some complaints have arisen over recent years about the lack of parking available near Centennial Park for the summer music series.

Mayor Cabrera stated that the project should be complete by late May.

Mayor Cabrera stated that the possibility of extending the fishing pier at Heather Road into the ocean is gaining more traction. He said the possibility of doing so has come through the new dune discussion through NJDEP and Army Corps of Engineers. The new dune might cover the pier due to its low height and the borough does not want this to happen. The borough could raise, widen and extend the pier. Would add additional recreational amenities and make the area a different type of destination spot. Surfing beach, fishing pier, volleyball, etc. Could be a hub for summertime recreation.

Lester Klayman asked how far out the pier would go. Mayor Cabrera responded that it could go a maximum of 750 feet and a minimum of 500 feet. The mayor added that the scraping of the high tide line to build and maintain the new dune is projected to stop the growth of the beach.

Lester Klayman asked about funding for this potential project. Mayor Cabrera stated that ADA money, New Jersey Transportation Trust Fund, Cape May County Open Space and other funding sources will be sought. Mayor Cabrera added that the state takes a lot of money from Cape May County and the Wildwoods and that there should be pressure put on the state to reinvest some of that money back here and not put all the pressure on the backs of taxpayers.

Mayor Cabrera added that an extended fishing pier would be a novelty for the Crest. North Wildwood and Wildwood have the boardwalk; the Crest could have a renovated and extended fishing pier with lots of amenities, including retail for a small restaurant and other business.

Mayor Cabrera said the downtown stakeholders meeting held in December to discuss plans for the redevelopment of the New Jersey Avenue business district went extremely well. Plans are to have another on Saturday, March 28, at 11 a.m. Trying a Saturday to give second homeowners and business owners a chance to come on a weekend. A pamphlet was handed out at December meeting that had information on the possibility of adding a liquor consumption license to the area.

Joe Franco asked how many people do we think will come to the meeting. Mayor Cabrera said about 100 people came to the one in December, so hopefully that many or more will come in March.

Dennis Hall said he was pleasantly surprised at how well the last event was handled and how much those who attended engaged in the discussion. Seemed to be very positive. He added that the borough is doing a good job getting the discussion out there and having the public involved in it.

Mayor Cabrera stated that the borough has received \$300K in grant money and is ready to get restrooms built at the old library site. He added that the borough is seeking additional funding sources to rebuild the area completely. Current plan is about \$1.7 million. He added that at some point in time a decision should be made on how to pay for this. Go through all the potential sources of funding and see what happens.

This is still being discussed but other things are also coming up.

Dennis Hall asked how much it would cost to simply tear the building down. Mayor Cabrera said it would probably be about \$50K.

Lester Klayman asked if the old library could turn into some kind of senior center. Mayor Cabrera said there could be grants out there to help make the building into, for example, a senior wellness center.

Joe Franco gave a presentation on the possibility of bringing an art festival to the Crest in the future. He said there are a ton of these across the country and they all seem to do very well. Joe said he is looking for feedback.

Mayor Cabrera said someone like Crest resident Chrissy Casiello could be involved in something like this. Joe said he has left a message for her.

Brian Cunniff stated that this could be a good shoulder-season event.

Don Cabrera said Bethany Beach, Del., has one of these in its downtown business district and that there could be an art festival in the Crest business district with a large open-air tent. Could close down New Jersey Avenue and have crafters there. Could add food trucks to go with existing food choices in that area. Mayor Cabrera said we'd probably have to identify an event coordinator for this to help make it work.

Dennis Hall stated that we had the Coast Guard come for one of the sunset celebrations. He like to try to get them back for 2020.

Meeting adjourned at 5:09 p.m.