

Borough of Wildwood Crest Tourism Commission Meeting

Thursday, February 15, 2024

Crest Pier Recreation Center

Meeting called to order by Brian Cunniff at 4:05 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	not present
	Brian Cunniff, Asst. Rec Supervisor/TDC secretary	present

A quorum is present.

Brian Cunniff formally welcomed Stephanie Alicea, who was recently appointed, to the TDC. Dennis Hall and Joanna Lacivita also each welcomed Stephanie.

Dennis Hall made a motion to accept the minutes from the previous TDC meeting in January 2024 as presented. Joanna Lacivita seconded the motion. Motion approved unanimously.

Brian Cunniff asked the members their thoughts on Sky Festival Productions' request for funding for the Wildwoods International Kite Festival on Memorial Day weekend. Sponsorship proposals were emailed to the members a couple of weeks ago that included costs for various displays of kites at the Crest Arts Pavilion. Joanna Lacivita thought a \$1000 sponsorship would be appropriate if the organizer were to hold some kind of demonstration. Dennis Hall agreed. Brian Cunniff stated that the organizer said the only time they could do any kind of demonstration would be the Wednesday morning/early afternoon before the event. All agreed this was not ideal for the borough, since children would be in school and most tourists would not be in town yet. Stephanie Alicea stated that she did not think hanging kites at the arts pavilion without a demonstration would be as attractive. Dennis Hall stated that we could use the event and display to push the building itself and that anything that gives the CAP exposure is good. Joanna Lacivita agreed. Dennis Hall made a motion for the TDC to offer \$1000 in sponsorship money to Sky Festival Productions for kite displays at the Crest Arts Pavilion ahead of and during the kite festival. Stephanie Alicea seconded the motion. Motion approved unanimously.

Brian Cunniff stated that the new Run the Crest running festival is set for Saturday 10/5. Staged out of Centennial Park. Will include 10-mile and 5K races. Was announced via press release and through the borough's social media pages.

Brian Cunniff asked the members their thoughts on the proposal for 2024 marketing by Robindale Media. Same cost as last year -- \$19,500 for the year. Includes a year-long campaign with monthly newsletters, with social media, streaming, PPC and display advertising ramping up in February and March, with some

going into April and May. Also pick back up a bit in August and September for fall shoulder season. Includes Facebook/Instagram campaign, streaming TV campaign in North Jersey, a search campaign, social media display ads and newsletters each month.

Brian Cunniff added that this was a great avenue to help toward the TDC's requirements to spend funds on out-of-area advertising and marketing.

Joanna Lacivita stated that she did not feel there was a good reason not to do this. Stephanie Alicea agreed.

Joanna Lacivita made a motion for the TDC to provide \$19,500 to Robindale Media to run the marketing campaign for the borough for 2024. Stephanie Alicea seconded the motion. Motion approved unanimously.

Brian Cunniff stated that many 2024 events and activities listings have been added to the online calendar on the borough website. He said he will continue to add as events get finalized.

Brian Cunniff stated that the borough is adding another evening of live music this summer – Tuesdays at the Crest Arts Pavilion in July and August. Mostly original music to tie into arts theme. Brian added that the borough will be offering more than 50 dates of free live music this summer.

Brian Cunniff announced that, while not a tourism event, the grammar school basketball Island Tournament and Skills Competition is scheduled for next week at the Crest Pier. Dennis Hall stated that while it may not be tourism, it still is a great community.

Dennis Hall stated that with an opening still available on the TDC board he may have someone interested in serving. He said he will follow up with Mayor Cabrera.

Meeting adjourned at 4:37 p.m.