

Borough of Wildwood Crest Tourism Commission Meeting

Wednesday, February 9, 2022

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	present
	Chrissy Casiello, Tourism Commission	not present
	Dennis Hall, Tourism Commission	present
	Lester Klayman, Tourism Commission	present
	Bob Patterson, Tourism Commission	present
	Frank Basile, Recreation Supervisor	present
	Brian Cunniff, Asst. Rec Supervisor/TDC secretary	present

A quorum is present.

Bob Patterson made a motion to accept the minutes from the last TDC meeting in January as presented. Lester Klayman seconded the motion. Motion approved unanimously.

Brian Cunniff presented a comprehensive marketing proposal from Robindale Media on behalf of Wildwood Crest. Package included TV commercial, TV commercial distribution, social media campaign, pay per click campaign and email marketing.

Dennis Hall stated that he believes things are moving in the right direction in terms of getting the word out about Wildwood Crest. He said he likes many of the aspects of the proposal but isn't sure what the TDC should spend.

Brian Cunniff stated that getting three quotes for something such as this can be difficult. Bob Patterson suggested a professional services contract. Mayor Cabrera stated that could be an option.

Mayor Cabrera said the TDC should crawl before it walks. Perhaps get going with social media as well as using the media gathered from last year to create TV commercial.

Lester Klayman stated that a social media campaign would be good, since it would target people who've already shown an interest in Wildwood Crest. He suggested a social media campaign for March but maybe not for April.

Frank Basile stated that this package certainly meets the criteria for spending money on outside advertising.

Bob Patterson suggested perhaps marketing in early spring for the summer and then in late summer for the fall.

Lester Klayman believes social media and email marketing is a better bang for the buck than a pay per click campaign. He asked if this kind of marketing can be narrowed by income. Brian Cunniff said that it could.

Lester Klayman and Mayor Cabrera suggested perhaps doing a social media campaign in March, May and August.

Mayor Cabrera suggested going to the borough CFO to see how we could do a professional services agreement.

Bob Patterson made a motion to have the TV commercial produced and to have one month of a social media campaign begun, if this is possible. Lester Klayman seconded the motion. Motion approved unanimously.

Brian Cunniff stated that beach box rentals have been opened to 2021 renters. They can reup through Sunday 2/13. As of now there are 330 renewals, meaning there is about \$148K that has come into the borough. Brian added that open registration for beach boxes opens Monday 2/28. Brian said that if those boxes sell out fast that we could possibly look to get more.

Brian Cunniff added that recreation staff member Nick Holland has been working with the contractor on getting a sample of a box that could store surf boards. Cost is much higher at around \$2200 per box. Without money in the budget for these, perhaps it could be tabled until next year.

Mayor Cabrera said boxes storing surf boards could invite vandalism.

Brian Cunniff stated that he met with Commissioner Joe Franco and with Pattie MacQueen of the Creative Arts Council about the new Create in the Crest Arts Festival scheduled for Saturday 6/18. Brian said he will help the Creative Arts Council apply for GWTIDA funding for the event. Brian also has gotten a logo for the event made through One Off Marketing. The event could draw about 30 vendors. Two musicians performing original music will be on hand. It will be a Recreation Commission event.

Brian Cunniff stated that due to the popularity of the marine science program on the beach last summer, this summer's program will be held two days per week instead of just one. Will be held each Tuesday and Thursday at 11 am from 6/21 through 8/25.

Brian Cunniff stated that Mayor's Wellness Walk is scheduled for Saturday 5/14 at a time to be determined.

Brian Cunniff stated that he has met with a representative from Stallion Marketing and the borough's police chief about moving the three food truck festivals in the summer from Sunset Lake to Centennial Park. All three agreed Centennial Park would be a better venue for the events, which will be held Sundays 7/10, 7-24 and 8/7.

Lester Klayman asked about the status of digital signage. Mayor Cabrera said money has been placed in the capital budget for such a purchase. Mayor Cabrera stated that along Ocean Avenue would be the best place, perhaps at Crest Pier or the old library building. Brian will follow up with the sign company, which is on state contract or a co-op.

Frank Basile stated that the girls volleyball tournament held a few years ago but then canceled for two straight years due to COVID is expected back this May. He added that the Special Olympics basketball tournament is also returning in late March.

Meeting adjourned at 4:55 p.m.