

Borough of Wildwood Crest Tourism Commission Meeting

Wednesday, January 9, 2019

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
	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.

Bob Patterson made a motion to accept the minutes from the last TDC meeting in October 2018. Lester Klayman seconded the motion. Motion approved unanimously.

Brian Cunniff gave an update on events for 2019. He announced that this year's Sand Sculpting Festival will be held on a Friday as previously discussed. This year's date is July 12.

The Christmas in July Festival will move from a Sunday to a Saturday and will be held July 20. Wildwood Gables Yacht Club plans to host a boat parade to go along with the event. Bob Patterson and Lester Klayman asked if food would be part of the event. Brian responded by saying the event did include food last year but we could add more in 2019.

Brian Cunniff announced that the borough will have two food truck festivals this summer after the one held last year was such a success. Stallion Marketing will host. They will be held Sunday, July 28, and Sunday, August 18. Stallion plans to show a movie on Sunset Lake at each.

Brian Cunniff stated that there are plans to host a community pig roast event on Saturday Aug. 3, at Sunrise Park. We will be applying for GWTIDA funding for this event. There are some details to work out. Bob Patterson suggested possibly having some kind of luau or reggae theme.

Brian Cunniff stated there are plans in the works to try to hold the fireworks for the Seafarers Celebration on Sunset Lake again. The date of the event is Saturday, Sept. 21. Lester Klayman said his understanding

was that the big issue the last time fireworks were done there was the fire that erupted on the island. Mayor Cabrera stated that, yes, that was part of the reason why the fireworks were moved to the beachfront. He added that the dock on the island in Sunset Lake had become dilapidated over the years to the point where it is unusable, so everything associated with fireworks was moved to the beachfront. Mayor Cabrera said the borough met with Lower Township a couple of years ago to indicate that Wildwood Crest wanted to shoot fireworks over Sunset Lake again. He added that Lower Township was OK with everything but would rather the Crest shoot the fireworks from a floating barge. Right now the plan is to explore this option for 2019.

Brian Cunniff stated that the Crest plans to have an extensive holiday tree lighting event in early December at Sunset Lake. Event scheduled for Tuesday, Dec. 3, with foul weather date of Thursday, Dec. 5. Lots of activities planned around it including family fun run/walk.

Mayor Cabrera stated that the work at Sunset Lake has finally begun. There were some delays in the fall but it shouldn't affect the finish time of sometime in March or April. Additional amenities include a lookout tower, kayak launch, new matting material, new signage, bike racks, water fountains/filling stations and a new gazebo.

Mayor Cabrera stated that the borough is to receive a grant for around \$300K for ADA improvements to the Rambler Road area. Make area much more ADA accessible. Turnaround at the street end, more identifiable bike lanes and other improvements. Mayor Cabrera said the project will be funded almost entirely by the grant.

Mayor Cabrera said the borough is set to receive money from the county through the open space program to add another children's play area and perhaps add lighting to the bike path. Work would start after the summer of 2019.

Mayor Cabrera said the borough has plans for upgraded beach signage for this summer. Signs will include new universal language. Will be branded with borough logo. The plans are all on the borough website on the special projects page. Mayor Cabrera believes this signage will help set the Crest apart from other towns.

Mayor Cabrera stated that the Crest plans to create some designated smoking areas on its back beaches in response to new state regulations banning smoking on the beaches, save for small designated areas. He believes the Crest doesn't have the manpower or wherewithal to say no smoking at all on the beach. He added that this summer will be a test to see how it goes.

Mayor Cabrera added that the borough has been working with Drone One Technology to create a promotional video of Wildwood Crest to put on the website and use with social media marketing. The video is expected to be completed soon.

Mayor Cabrera stated that the Crest Best Run Fest was a big success and that the same funding program will occur for the event in 2019.

Dennis Hall asked about one-day liquor licenses for events. Mayor Cabrera responded that he has looked into this but there appears to be a lot of gray area on how to do this and that the borough solicitor isn't

comfortable moving on this yet. He added that there most likely would have to be a referendum on the matter at the November election. The plan would be to suggest that any hotel with more than 100 sleeping rooms have option to obtain a liquor license as well. This would also allow for one-day special permits for events.

Mayor Cabrera stated that the new transient accommodations tax law is now in play and that the Crest is working islandwide on how to handle.

Lester Klayman asked further about new beach signage and wanted to know where the signs would be located. Mayor Cabrera said they'd be located at beach entrance ramps as people are walking down. He added that he is due to travel to Trenton to meet with the DEP about plans to add foot showers and better bench areas at beach entrances. More beach user-friendly amenities that residents and visitors have been asking for.

Mayor Cabrera said the Army Corps of Engineers beach dune project most likely has been pushed back to at least 2021. Lester Klayman asked about dune size. Don stated it would 14 feet, about the size of the dune at the beach pier now.

Brian Cunniff stated that the next meeting is scheduled for Wednesday, Feb. 13.

Meeting adjourned at 4:43 p.m.