

Borough of Wildwood Crest Tourism Commission Meeting

Wednesday, January 12, 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. 2011 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	present
	Dennis Hall, Tourism Commission	not 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.

Brian Cunniff welcomed Chrissy Casiello as a new member of the TDC.

Frank Basile stated he and the borough CFO met with the Creative Arts Council about the new Create in the Crest Arts Festival set for Saturday, June 18. Went over details on guidelines on vendors. Event to be held at Centennial Park, 10 am to 2 pm. Will be run through Recreation Commission. Recreation department will support this event and help where needed. The Creative Arts Council hopes to have all details finalized by its March meeting. They're looking to get 30 vendors for the inaugural event. Chrissy Caseillo described the festival as an interactive live arts event. Classes and teaching would be going on while vendors are selling their products. A lot of teaching and mentoring. Rain date June 19.

Chrissy Casiello asked the purpose of the TDC> Mayor Cabrera stated that it's funded by a tax all businesses pay. Over they ears money has accumulated and sits in a trust fund. This board helps determine how that money is spent, whether on independent events or borough sponsored events. By statute, 50 percent of expenditures are supposed to go toward out of area advertising.

Brian Cunniff stated that the summer music schedule for Centennial Park is nearly complete. Down to just three open dates.

Brian Cunniff explained that beach storage boxes for 2022 will go on sale Monday, Jan. 31, for all those who rented a box last year. They will have a two-week window to renew. After a two-week down period

for us to get organized, boxes will go on sale to the general public. We will have 60 more rentals available for this summer.

Brian Cunniff stated that the Health and Wellness Expo is scheduled for Thursday, June 16, at Crest Pier.

Lester Klayman asked about the Crest Best Swim Fest in Sunset Lake being scheduled for Memorial Day weekend instead of July 4 like last year. Mayor Cabrera stated that this had to do with the tides. They were not favorable on July 4.

Mayor Cabrera said the project to renovate the old library building should start soon, now that the contract has been awarded. Hopefully will be done by the end of May or in early June.

Mayor Cabrera said that the TDC paid for a company to gather media – pictures and video – last year. Now need to figure out how best to use it. Brian Cunniff stated that we could bring someone in to help us. Perhaps change some photos on the borough website. Maybe a TV commercial. A little bit of everything.

Bob Patterson stated that he likes the decks at the beach entrances at the street ends in the south end of town. He asked if benches would be put up. Mayor Cabrera stated that benches should be installed to all completed decks before summer. A total of 10 beach entrances should be complete by this summer.

Mayor Cabrera stated he will attempt to get a financial update before the next meeting in February.

Mayor Cabrera stated that Commissioner Krista Fitzsimons of Wildwood has been trying to discuss getting the TDCs across the island to support islandwide initiatives.

Meeting adjourned at 4:47 p.m.