

Borough of Wildwood Crest Tourism Commission Meeting

Wednesday, March 10, 2021

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	not 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	present
	Brian Cunniff, Asst. Rec Supervisor/TDC secretary	present

A quorum is present.

Dennis Hall made a motion to accept the minutes from the January TDC meeting with amendment that Mayor Cabrera was present. Lester Klayman seconded the motion. Motion approved unanimously.

Bob Patterson reported that GWTIDA is forming a committee to coordinate December holiday events. Brian Cunniff said he will be a part of the first meeting on March 23.

Bob Patterson also reported that Megan Dougherty is replacing Beverly Bird as GWTIDA's event coordinator. Joe Franco asked if Megan is already in place. Bob replied, yes, for a few weeks now. He added that Megan has experience with the Greater Wildwood Chamber of Commerce and the Lotus Motor Inn. He added that she knows a lot of the key people, which is a big help.

Brian Cunniff asked the members if they had a chance to look over the information from Robindale Media regarding a comprehensive advertising package through social media, website and streaming television. Package is for \$10,000. Brian stated that we had had success with a similar media package a couple of years ago. Also satisfies requirement of out of area advertising. Major focus in Philadelphia suburbs and South Jersey. Bob Patterson and Lester Klayman commented that the Cumberland Salem county areas should be taken out and the City of Philadelphia added. Brian said he would check but that this shouldn't be a problem.

Dennis Hall made a motion for the TDC to allocate a sum not to exceed \$11,000 for the Robindale Media advertising package for Wildwood Crest. Bob Patterson seconded the motion. Motion approved unanimously.

Lester Klayman asked if we were still planning on doing the special events brochure for this summer. Brian Cunniff said it's probably a good idea, as long as we have certainty that events will be able to go with respect to the health pandemic. Lester thinks that having something tangible for people to have while they're here is important. Dennis Hall agreed.

Brian Cunniff stated that Wildwood Crest is one of nine municipalities across the state to earn "Healthy Town" status through the statewide Mayors Wellness Campaign. This is a major honor for the town. Reflects on all of the things the borough has done to promote health and wellness. The vast amount of health and wellness programming helped earn us this recognition. Joe Franco congratulated the recreation department for their efforts. Dennis Hall said the recognition is also great for tourism.

Brian Cunniff stated that a municipal newsletter should be coming in early May. Will be packed with a lot of information.

Brian Cunniff stated that beach storage boxes sold out in about two minutes. About 100 went on sale for new renters. Borough is working to add more boxes before the summer.

Brian Cunniff stated that the recreation department is now in charge of the Borough Wide Yard Sale. Scheduled for May 1. Rec department also host a clothing drive and sell Crest apparel on the day of the event at the library site. Joe Franco asked about another yard sale in the fall. Brian stated that another will be held on the first Saturday in October.

Recreation staff will also distribute street signs to the lottery winners. Frank Basile stated that residents will call through April to register for the right to buy a street sign. People will be able to list first, second and third choices and so on. Prices are \$50 for a double sign, \$20 for a single sign.

Brian Cunniff stated that money raised will go toward preservation of historical artifacts. Any signs not sold through the lottery will be sold on first come, first served basis. Joe Franco remarked that it sounds like a very fair process.

Meeting adjourned 4:52 p.m.