

Borough of Wildwood Crest Tourism Commission Meeting

Wednesday, March 16, 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	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. Also present is MaryBeth McGrath of Robindale Media.

Dennis Hall made a motion to accept the minutes as presented from the last TDC meeting in February 2022. Lester Klayman seconded the motion. Motion approved unanimously.

Brian Cunniff asked the members their thoughts on the funding request that was forwarded to each member via email regarding the kite festival in Wildwood on Memorial Day weekend.

Bob Patterson, who is also a member of the GWTIDA board, stated that the City of Wildwood is enforcing beach fees for all events. He stated that it is his belief that the kite festival is being charged more than \$5,000 in fees from the City of Wildwood. He said Wildwood's TDC awarded the event with \$5,000 in funding, but basically took it back in the form of its fees.

Bob Patterson stated that some people come from far away to participate in the kite festival and some are given rooms and meals. He said there is a lot of money being paid out to local motels and restaurants. He further said that the event is not making money as far as he knows. Bob Patterson stated that GWTIDA has upped its support of the event from \$20K to \$25K. He added that the event is also seeking corporate sponsors.

Bob Patterson further stated that the event brings a lot of publicity. He does not believe, however, that the event brings extra people to town, other than the kilters themselves. But he said it is an event that brings the island positive publicity.

Frank Basile stated that if some of the event were to come to Wildwood Crest, then maybe the Crest TDC could consider funding it in some way.

Mayor Cabrera asked if the event has to be on the beach. Could it be in a park? Could it be tied with the Crest's kickoff concert at Centennial Park on Memorial Day weekend Sunday?

Dennis Hall agreed, saying that there should be some relationship with the Crest if the Crest was willing to fund it.

Bob Patterson added that he'd feel more comfortable helping the event if it were tied to the Crest somehow.

Brian Cunniff stated that he would circle back to the event organizer to see if part of the event could be held in Wildwood Crest.

MaryBeth McGrath laid out the marketing proposal by Robindale Media to the members via a power-point presentation that was handed out. She is seeking input from the members on the proposed TV commercial so edits can be made. She said the commercials won go out until final approval.

Lester Klayman asked if there is a way to monitor all of the marketing tools to see if we get the best bang for the buck. MaryBeth stated that point per click, email, social media marketing and OTT TV commercials can all be easily traced.

Lester Klayman asked if the streaming TV ads could be placed into specific time frames. MaryBeth said we can certainly do that based on what's getting best reactions.

Mayor Cabrera stated that the TV commercials can also be placed on the borough's social media pages and heavily promoted. He asked about the social media aspect and what it would include.

Chrissy Casiello stated that while Facebook is crucial, she believes Instagram gets the most visibility and impact. MaryBeth said she does not believe Instagram would incur another cost but will check.

Mayor Cabrera asked about email marketing and if it could be broken into certain groups but also added that a lot of people don't like and/or don't pay attention to unsolicited emails. He believes pay per click might be better.

Lester Klayman asked about where in North Jersey this campaign would go. MaryBeth stated all counties except Monmouth.

Based on suggestions, MaryBeth will repackage her proposal and go from there.

Brian Cunniff stated that he has reached out to KC Signs on a digital sign proposal but has not heard back.

Brian Cunniff announced that Wildwood Crest has been designated as a Healthy Town by the statewide Mayors Wellness Campaign. It's the highest honor and was given to only seven municipalities across the state. One of just two in South Jersey. Props to Recreation staff member Laura Farrall for handling the application and for helping with many of the town's initiatives in this area.

Lester Klayman asked about the viewers that used to be along the bike path. Mayor Cabrera stated that those were torn down years ago. Some were brought over the bayside but he stated he doesn't even know if the borough still has them.

Meeting adjourned 5:05 pm.