

Borough of Wildwood Crest Tourism Commission Meeting

Wednesday, Wednesday, March 15, 2023

Crest Pier Recreation Center

Meeting called to order by Brian Cunniff at 4:02 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.

The members decided to table the acceptance of the minutes of the January 2023 and February 2023 TDC meetings.

Present via Zoom is Beatrix Pelton of the Wildwood Kite Festival with a request for event funding to support the 2023 kite festival on Memorial Day weekend.

Mayor Cabrera asked how much each local municipality gave to the 2022 event. Beatrix responded that North Wildwood gave \$1500 while Wildwood gave \$2500. The Crest did not contribute in 2022.

Beatrix stated that, ideally, she'd like each municipality to give \$5000 but understands that may not be realistic.

Dennis Hall stated that he feels part of the event needs to be in Wildwood Crest in order to get funding from the Crest TDC. Beatrix stated that she could do that for 2024 but not for this year. She added that perhaps we could set up a meeting to discuss possibilities for part of the event being in the Crest. Beatrix said she probably cannot do kites on the beach in Wildwood Crest but perhaps some other aspects of the event.

Mayor Cabrera started that perhaps some kind of class teaching kids who to fly kites could be held in the Crest.

Beatrix added that there could be some kind of kite art display that could be displayed in a borough building. Mayor Cabrera stated that this would be perfect for the new Crest Arts Pavilion. Beatrix said she'd be more than willing to pursue this for 2024.

Mayor Cabrera asked why a request for funding was being made for each of the last two years of the event. Beatrix Pelton said that the event now has to pay beach fees and installation costs that now total close to \$2000. Those expenses used to be waived as in-kind services by the City of Wildwood.

Bob Patterson asked about hotel stays for the event. Beatrix stated that the volunteers are primarily housed in one hotel. Bob Patterson stated that the event should be letting folks know what other hotels are on board for the event.

Dennis Hall stated he'd like to see whatever we can do in order to get our foot in the door to have some of this event in Wildwood Crest in the future.

Don Cabrera stated that there is some hesitancy on this because the TDC is funded by additional taxes paid by businesses and rental units and then this board decides how the money is spent. The people paying those fees want to know what they're getting in return. There are also statutory requirements to abide by.

Beatrix concluded her Zoom presentation by stating that she would be happy to meet with anyone this year to go over different proposals for Wildwood Crest for next year.

Beatrix Pelton then concluded her Zoom and left the meeting.

Dennis Hall stated that his inclination is to give the kite festival event something, just to let them know we're not saying no and that we support the event but we also want to see part of it be held in the Crest next year. Dennis stated he'd be OK with giving the event \$500 as long as it eventually becomes art of our community, even if on a limited basis.

Brian Cunniff disagreed, stating that the TDC asked the kite festival organizer last year to hold part of the event in the Crest in exchange for a consideration of funding and now the 2023 event will again not take place at all in Wildwood Crest.

Dennis Hall thinks \$500 is a small carrot and is worth it.

Bob Patterson said he believes the businesses paying taxes should be involved in the event. He said that the kite festival's dinner is being held at a restaurant in Diamond Beach that isn't contributing to GWTIDA or any of the local TDCs.

Mayor Cabrera stated that the kite festival is a good image event and that the reason the organizer is reaching out to the local TDCs is because of the fees Wildwood is now charging. Lester Klayman agreed that it is a good image event.

Dennis Hall made a motion that the TDC contribute \$500 to the is a good faith contribution for 2023 but that any funding proposals for 2024 must include events in Wildwood Crest and have the Crest TDC listed as a sponsor. Lester Klayman seconded the motion.

Mayor Cabrera stated he'd like to see us hold off on approving funding until we get assurances that the kite festival will agree to hold at least one or two of its activities in Wildwood Crest next year. Mayor Cabrera asked Brian Cunniff to follow up with Beatrix Pelton on the matter.

Brian Cunniff brought up the proposal sent forth to have Seward Johnson public art sculptures in Wildwood Crest for this summer. Bob Patterson said he liked the two proposed for Sunset Lake. Mayor Cabrera asked if there was a possibility these sculptures could be specifically branded for Wildwood Crest. Brian Cunniff said he'd turn over the book for the members to look over for the next few weeks.

Brian Cunniff stated that we have received a proposal of \$4,425 to design and print 22,500 special events brochures for 2023 from TAC Printing. Lester Klayman made a motion to approve that expenditure. Bob Patterson seconded the motion. Motion approved unanimously.

Dennis Hall asked about the patriotic show we used to have at Centennial Park for July 4 and if we could get it back for the future. Brian Cunniff stated that he could look into this for 2024.

Brian Cunniff stated the webcam on top of the beach patrol building has been down for some time. Difficult time getting the company to come down and fix. At this juncture, will now look to have it taken down for the time being due to the work about to begin at the beach patrol building.

Meeting adjourned at 5:05 p.m.