

Borough of Wildwood Crest Tourism Commission Meeting

Wednesday, November 16, 2022

Crest Pier Recreation Center

Meeting called to order by Brian Cunniff at 4:04 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
	Chrissy Casiello, Tourism Commission	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

Also present for the meeting is Mary Beth McGrath of Robindale Media.

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

Mary Beth McGrath distributed printed copies of an overview of the TDC's media campaign for 2022 and also presented a proposal for a 2023 marketing campaign. Her suggestion is to do a year-long campaign with monthly newsletters, with social media, streaming, PPC and display advertising ramping up in February and March, with some going into April and May. Also pick back up a bit in August and September for fall shoulder season. Includes Facebook/Instagram campaign, streaming TV campaign in North Jersey, a search campaign, social media display ads and newsletters each month.

Bob Patterson asked if the TDC members can get added to the email list. Mary Beth McGrath said she would handle.

Lester Klayman suggested putting a little less ads into April and more into May. Chrissy Casiello agreed, stating it seems there are a lot of last-minute vacation planners in recent years.

Mary Beth McGrath asked if North Jersey is still a good target area. Brian Cunniff agreed, stating that the renters/vacationers seem to be coming more from that area while the second homeowners are more from Philadelphia/South Jersey area.

Chrissy Casiello made a motion for the TDC to allocate \$19,500 for a year-long marketing campaign through Robindale Media. Bob Patterson seconded the motion. Motion approved unanimously.

Frank Basile entered the meeting at 4:13 pm.

Brian Cunniff distributed copies of the 2023 meeting dates for the TDC.

Brian Cunniff stated that work has continued on the Little League field – new LED lights and fencing has been installed, waiting on a third quote for infield cutout work.

Chrissy Casiello announced that she is hosting a festival through her business in the New Jersey Avenue Business District this Saturday.

Bob Patterson handed out information about GWTIDA's family holiday celebration.

Lester Klayman said he saw a surfing contest for dogs in California and asked if perhaps this could be something good for Wildwood Crest. He also asked about a surfing event for the disabled. Brian Cunniff responded that the Life Rolls On organization holds such an event in Wildwood each summer after previously holding the event in Wildwood Crest.

Meeting adjourned at 4:31 pm.