

Borough of Wildwood Crest Tourism Commission Meeting

Wednesday, October 13, 2021

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	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 September 2021 meeting as presented. Bob Patterson seconded the motion. Motion approved unanimously.

Brian Cunniff distributed updated TDC financial statements to the members provided by the borough CFO.

Brian Cunniff stated that the borough has received all of the media that was collected by Parralux for the borough for marketing purposes. Brian stated that the videos were great but that there were some problems with the photos. Brian said he has circled back to the company for them to improve the quality of the photos. Brian told the members that if they wish to view the media they can stop by Crest Pier.

Brian Cunniff stated that the Seafarers Celebration in late September went very well. Weather was perfect for the event. Fireworks went off without a hitch on the beach. Good crowds. Event was a bit smaller than in past years due to lack of vendors due to pandemic.

Brian Cunniff stated that the Crest Best Run Fest was held this past weekend. Brian was not in town for the weekend but heard good reports. The organizer, DelMoSports, has already announced plans to hold a 5K, 10K, and half marathon as part of next year's event. There will no longer be 5- and 10-mile races.

Brian Cunniff stated that work continues on Scoop Taylor Park playground. The facility should be ready to open within a few weeks, although the shade structure will not be installed until later this year. Frank Basile added that new trees have been planted and that the old trees with pine cones, which became a nuisance, had been removed. Brian added that neighbors in the area have commented that they enjoy having the more open view now that the old trees have been removed.

Bob Patterson stated that collected fees are down at GWTIDA. There have been meetings with city managers and elected officials. He said that GWTIDA is looking into private companies to do a study that would identify who should be paying the GWTIDA mercantile fee and who shouldn't. He said condos have been issue because most aren't paying. Air B&B also an issue. Bob Patterson added that we're starting to see more and more events in the convention center as the pandemic eases. Lots of cheerleading and youth wrestling.

Brian Cunniff asked Bob Patterson if there has been any movement by GWTIDA to see if an event or events can be brought to town to replace the biker weekend on the weekend after Labor Day weekend. Bob responded that some suggestions have been made but that there's been nothing promising as of yet. Brian commented that a beach concert might be a big help to that weekend.

Bob Patterson stated that there are concerns about eventually getting a host hotel for the convention center. He said conventioners want to have their events together for social activities and like to have one hotel as a "hub." Bob said there were two proposals that came in pre-pandemic but that both companies have backed out. So now GWTIDA is starting all over again looking for bids. Bob said GWTIDA is fully aware that to get certain conventions, it is vital to have a host hotel.

Joe Franco asked if Father's Day weekend is still a good weekend to hold a potential "Create in the Crest" arts festival. Brian Cunniff and Frank Basile both said they think the weekend is still good for the event. Dennis Hall agreed as well. Lester Klayman asked about the country music festival in Wildwood. Joe Franco said most of the events with the arts festival would take place in the morning or late afternoon, while the country concert won't begin until at least 1 p.m. Joe Franco added that the borough's new Creative Arts Council will be helping with this potential event. Brian Cunniff asked if the council has had discussions about a possible "singer-songwriter" weekend. Joe Franco responded that such an event has been discussed briefly.

Meeting adjourned 4:45 pm.