

Borough of Wildwood Crest Tourism Commission Meeting

Wednesday, Oct. 9, 2024

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
	Joanna Lacivita, Tourism Commission	not present
	Dennis Hall, Tourism Commission	present
	Stephanie Alicea	present
	Thomas Ankrum	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 of the September 2024 meeting of the TDC as presented. Stephanie Alicea seconded the motion. Motion approved unanimously.

Brian Cunniff gave a rundown of recent special events:

Firefighters Weekend Craft Show Sept. 13-14 went off without any issues. Good number of vendors and weather was good.

Seafarers Celebration was one of the best in the history of the event in terms of execution. Craft vendors numbers back to pre-COVID years. One of the highest numbers of food vendors in the history of the event. Entertainers all performed well. Crowds were good. Fireworks display at Centennial Park was well received.

The Run The Crest Running Festival was this past Saturday. Brian was unable to attend and deferred to Mayor Cabrera to report. Mayor Cabrera said the event went extremely well for a first-time event. Will needs some tweaks for next year to improve. Perhaps figure out a way to get a beer truck there through Crest fire company to help with post-race vibe. Brian Cunniff stated that 381 runners combined participated. Stephanie Alicea asked where the awards were announced. Mayor Cabrera stated that there were done right at Centennial Park.

Brian Cunniff reported that the Recreation Department is hosting a free Halloween-themed science program for children on Saturday, Oct. 19, at 10 a.m. at the Crest Arts Pavilion.

Brian Cunniff stated that he is in the process of completing an application for a grant through the Cape May County Division of Culture and Heritage re-grant program. Funding would be used for programs and activities at the Crest Arts Pavilion.

Mayor Cabrera stated that the borough is looking to form a committee that would help plan events and activities related to the nation's 250th anniversary on July 4, 2026. Crest is seeking volunteers to join. Mayor Cabrera stated that the TDC would likely work in concert with this committee.

Mayor Cabrera added that there has been a request to do a large parade on July 4 in 2026 but that such an event may not be feasible due to how busy the island is and how stretched all borough departments are at that time of year. He suggested that perhaps some kind of smaller parade could be held on the bike path. Mayor Cabrera is hopeful that the Battle or Turtle Cut Inlet from the Revolutionary War would be highlighted, along with the Brigantine Nancy clipper boat. Looking for any and all ideas. Could have speakers, sculptures and reenactments as part of the events.

Tom Ankrum mentioned that the foot showers at the street-end beach entrances seem to be very well received. Mayor Cabrera stated that all street ends have been upgraded to include foot showers in 2024. Tom Ankrum did mention that the height of the dunes has gotten to the point where the first and second floors of his hotel at the Fleur-de-Lis do not have an ocean view.

Mayor Cabrera stated that some improvements are coming to the bike path with added colors, benches and some improved landscaping.

Brian Cunniff stated that he will be applying for GWTIDA funding for all events for 2025, since our contracts are all up. He added that he will apply for additional funding for some existing events.

Mayor Cabrera asked about ideas for new events. Stephanie Alicea said that her family's Madison Resorts on Rambler Road has an idea for "Corvettes in the Crest" to add to the existing car events already on the island such as the Jeeps, classic cars and the Race of the Gentlemen. Brian Cunniff asked what time of year they would like to hold such an event and Stephanie said they are looking at May or September.

Mayor Cabrera asked about the status of the TDC balance. Brian Cunniff stated that it was down to \$1100. Mayor Cabrera said he'd like to see about receiving donations to fund events, such as Centennial Park music. The borough does have the ability to accept donations, he said. Mayor Cabrera believes we are tapped out on what we can charge on TDC fees. Doesn't see an increase as being feasible at this time. He added that the borough's lifeblood is tourism and that the borough needs to do all it can to keep its events going. Mayor Cabrera suggested a Battle of the Bands competition, perhaps at the Crest Arts Pavilion.

Mayor Cabrera asked if the TDC needs to meet eight times per year as currently scheduled. Discussion was held about the matter and consensus was to eliminate the January and February meetings and add a meeting in June. That would make the meeting schedule for 2025 as follows: March, April, May, June, September, October and November. Mayor Cabrera said a special meeting could always be called if needed. Tom Ankrum made a motion to approve this meeting schedule for 2025. Stephanie Alicea seconded the motion. Motion approved unanimously.

Meeting adjourned at 4:50 p.m.