

Borough of Wildwood Crest Tourism Commission Meeting

Wednesday, September 4, 2019

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.

Brian Cunniff welcomed Joe Franco, the newest member of the TDC. He was appointed in late May. The rest of the members also welcomed Joe.

Bob Patterson made a motion to accept the minutes from the last TDC meeting in April. Lester Klayman seconded the motion. Motion passed unanimously.

Brian Cunniff asked the members if they had a chance to look at the letter he sent them from the organizers of Monster Mash scheduled for Sept. 27 at the Crest Pier. The letter was asking the borough to waive fees for borough services for the event. Bob Patterson said he certainly supported providing in-kind services. The rest of the members agreed. Brian Cunniff and Frank Basile stated that this is a good event but that a lot of the planning has been last minute.

Brian Cunniff gave a review of events from the summer of 2019.

The summer music series was concerning at the beginning of the summer due to rain. However, only two shows were lost – one Saturday and one Wednesday. Attendance was a bit down for Saturday shows. Brian said he believes the lack of parking is one issue. Also the early street closures by the police department prevented people from dropping off the elderly or handicapped at the park. And third, the fact that there is so much free live music on the island now is also probably a factor. Brian did state that attendance at the Wednesday shows continues to increase. The Saturday music shows will continue each week through Seafarers.

The weekly Sunset Celebrations at Sunset Lake were moved to Mondays this summer. In past they were held on Thursdays. Attendance was way up, perhaps because there aren't as many activities in town early in the week. Will most likely keep them on Mondays for next summer.

The Sand Sculpting Festival was moved to a Friday this summer and was held July 12. Although participation and attendance was down slightly from last year, media coverage was way up. Star-Ledger/nj.com, Fox29 in Philadelphia, CBS3 in Philadelphia all covered the event extensively. Plan is to keep the event on Friday moving forward.

Christmas in July event on July 20 was a rousing success. Great cooperation with the gables yacht club on a boat parade. Great attendance. Will look to do same for 2020.

The two food truck festivals on July 28 and Aug. 18 were well attended. Event was run by Stallion Marketing with the borough providing support. Vendors were much more prepared. Will look to have them return next summer.

The community roast event on Aug. 3 was held for the first time. Event went well but there may need to be some tweaks for next year.

5K Beach Run numbers were down slightly this year. Event was held a bit later than usual (Aug. 10) due to tides and there was also another race being run in town for charity that most definitely hurt our numbers, especially with the local lifeguard participation. Will look to move the race back to late July or early August if the tides cooperate.

Brian Cunniff stated that there are a few events still upcoming in addition to the Saturday evening music. Firefighters Weekend Craft Show is Sept. 13-14, Seafarers is Sept. 21 and the Crest Best Run Fest is Oct. 12-13.

Bob Patterson asked if the vendor from the community roast paid a fee to be there. Brian Cunniff stated that the vendor did pay and that the money goes into the borough's general fund.

Brian Cunniff stated that Mayor Cabrera has again requested that we look into moving fireworks for Seafarers back to Sunset Lake. Was tried for 2019 but a barge could not be secured.

Dennis Hall asked if there was a possibility of the borough finding a way to shuttle people to and from events.

Lester Klayman stated that this seemed to be a very hot, humid summer and that the weather may have affected attendance at some events.

Bob Patterson said it seems that the Cape May Lewes Ferry music series seems to be using many of the same bands we're using. He said he's surprised how many people attend those events.

Joe Franco asked if parking was an issue at the Sunset Celebrations. He stated that the Sunset Lake area has grown and has become more popular and wondered if something could be done. Frank Basile stated that most people see to simply park in the neighborhood and walk. Brian Cunniff stated that parking in general is a real issue in the borough in the summertime.

Dennis Hall stated that Diane Wieland at county tourism would be happy to distribute anything we have for Wildwood Crest at the various shows they attend.

Meeting adjourned at 4:51 p.m.