

# Borough of Wildwood Crest Tourism Commission Meeting

Wednesday, September 14, 2022

Crest Pier Recreation Center

Meeting called to order by Brian Cunniff at 4:01 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	present
	Dennis Hall, Tourism Commission	present
	Lester Klayman, Tourism Commission	present
	Bob Patterson, Tourism Commission	not present
	Frank Basile, Recreation Supervisor	present
	Brian Cunniff, Asst. Rec Supervisor/TDC secretary	present

Chrissy Casiello made a motion to accept the minutes from the May 2022 TDC meeting as presented. Lester Klayman seconded the motion. Motion approved unanimously.

Brian Cunniff gave an overview of the media marketing report from Robindale Media. Got a very good response out of it. Click-through rate on email campaign much higher than average. Brian stated he would email the full report to the members.

Dennis Hall commented that the publicity we seem to be getting is great. Good to create our own instead of relying so much on GWTIDA. Would like to see this kind of marketing continue.

Brian Cunniff stated that the summer music series has gone well. Will finish up this month. Did have one cancellation at the 11<sup>th</sup> hour but got the band replaced. Brian Cunniff also gave a review of events – Sand Sculpting Festival, Christmas in July Festival, 5K Beach Run, Sunset Celebrations, Thursday night music at Sunset Lake. All did at least as well or better than last year.

Brian Cunniff added that everything is in place for the Seafarers Celebration on Sept. 24. Same schedule – 9 am-5 pm at Sunset Lake, 7:30 pm music at Centennial Park with fireworks at 9 pm.

Frank Basile stated that the food truck events at Centennial Park will most likely be moved from Sundays to Wednesdays for the summer of 2023. Tie in with live music already at the park.

Mayor Cabrera gave an update on the Crest Arts Pavilion. A delay has been created partly due to old oil tank being discovered in ground to north side of building. Will be getting removed soon. All doors and windows are in place. Electrical panel is on hold due to parts being hard to get, so the building does not have power as of this moment. Should be getting installed later this month or in early October. There will be lease opportunities in the building for food and beverage, which will be accessible from outside, along with merchandise. Borough is redoing bid specs to lower the amount after no one bid on these opportunities before. Mayor Cabrera added that the property is just about ready to go and should be open by spring. Looking for county open space to help fund outside renovations, which may not get finished

until after the summer of 2023. Outside will include art pieces, botanical gardens, bike racks, fire pits, sitting areas, etc.

Dennis Hall thanked Mayor Cabrera for having the foresight to save the building and renovate. He said he sees the potential in the building.

Mayor Cabrera announced that improvements to beach entrances (beach bumpouts) are finished at 12 streets south of Rambler. Going out to bid soon on the final 10. Should all be ready before the summer of 2023.

Mayor Cabrera announced that the Crest Best Run Fest is scheduled for Oct. 8-9.

Mayor Cabrera stated that Brian Cunniff is helping to coordinate three new digital signs for the borough. One will be placed at the Crest Arts Pavilion and the other two will be placed at Crest Pier, replacing the Pier's existing marquees. Will make it much easier to get messages out by changing signs by computer or phone rather than by hand.

Mayor Cabrera stated that the next phase of Pacific Avenue reconstruction is underway. Starting to deliver supplies for work for south of St. Louis Avenue. The borough is still also in discussions with the county about planning efforts for the New Jersey Avenue project and the new downtown. There will be a new roadway and infrastructure. COVID knocked the project off track but now it's moving again. Planning board and governing body looking to create new economic redevelopment zone along New Jersey Avenue from Heather to Columbine. This could give the borough a bit more control in what happens in those six blocks.

Dennis Hall asked about the potential sale of a house to the borough along this route. Mayor Cabrera stated that the owner raised the price. Still negotiating.

Dennis Hall asked about the theme to New Jersey Avenue. Mayor Cabrera stated it would be very similar to Avalon with an open park feel. The county is looking to narrow the drivable roadway. Will be two lanes in each direction with a turning lane in the middle instead of four lanes. Plans are to gear the area around a train station theme. Also looking to connect New Jersey Avenue to the oceanfront bike path and to Sunset Lake.

Mayor Cabrera stated that GWTIDA has been giving money to North Wildwood and Wildwood for police and bathroom cleaning along the boardwalk per a past agreement. That agreement has expired. While borough recognizes the importance of the boardwalk, the Crest wanted its share of the money. People also come here for our beaches and other amenities. GWTIDA now will be giving \$30,000 in event support money to Wildwood Crest. Some additional money to help us do things we want to do.

Resident David Mears was in attendance at the meeting. He stated he appreciates all that everyone in the room does to promote recreation and tourism in our town. He lives on Seaview Avenue and he said he likes seeing the legions of people biking and running along that street. He said he ran the 5K beach race and believes it has the potential to be a great event. He had some concerns – conflicting information on the date and time of the event online, had trouble finding results of the race, would have like to see a water stop midway through the race, finish was on soft sand, no participation medals, would have liked a shirt-sleeve shirt rather than a long-sleeve shirt because it can be worn immediately in the summer months. Brian Cunniff responded that he appreciated the feedback about the event and addressed some of his concerns. Brian stated that we run into a problem with various websites that contain event info about the Wildwoods. Many do not have the proper information. We do try to rectify when we catch it. He suggested to Mr. Mears that he only follow the official Wildwood Crest website and social media pages for the most accurate info. Results of the race were available at delmopro.com. This was announced a couple of times at the end of the race. Brian said he would send Mr. Mears a link via email. Brian stated that water stops were eliminated as per guidance regarding COVID-19 safety measures. Perhaps this could be added back in next year. Brian stated that, yes, a mistake was made with having the finish on soft sand.

The timing company had set up all of its equipment at that location and when recreation personnel arrived on the beach it was too late to move everything. This will be rectified for next year. Frank Basile stated that perhaps we could offer an option on T-shirts for next year – order some short-sleeve and some long-sleeve. Frank and Brian both stated that most of the feedback from participants is that they like the long-sleeve shirts.

Meeting adjourned at 4:49 pm.