

Borough of Wildwood Crest Tourism Commission Meeting

Tuesday, Sept. 10, 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	present
	Dennis Hall, Tourism Commission	present
	Stephanie Alicea	not present
	Thomas Ankrum	not present
	Frank Basile, Recreation Supervisor	present
	Brian Cunniff, Asst. Rec Supervisor/TDC secretary	present

A quorum is present.

Joanna Lacivita made a motion to accept the minutes from the May 2024 meeting of the TDC as presented. Dennis Hall seconded the motion. Motion approved unanimously.

Brian Cunniff stated that many beach box renters have expressed disappointment with the earlier date on which renters must remove their items for the season. This year's date is this coming Sunday (Sept. 15). Brian further stated that many renters would like to have access to their boxes through the end of the month of September. Mayor Cabrera stated that since the portable toilets are removed at the end of September that the beach boxes should be able to stay until around the same time, but that discussion will need to take place with the Department of Public Works.

Brian Cunniff stated that the balance in the TDC is \$1182, not counting revenue brought in during 2024.

Brian Cunniff gave a summary of all of the major events held during the 2024 summer season. The Sand Sculpting Festival was unfortunately cancelled due to rain.

The Christmas in July Festival went well, despite a less-than-favorable weather forecast and some light rain that fell throughout the event. He added that there were some complaints that came in about the boat parade, that it wasn't as visually accessible to the people in the streets. Brian said he would coordinate with the Wildwood Gables Yacht Club on fixing this for 2025.

The 5K Beach Run went off very well. The borough went back to the original timing service company for the event, which seemed to help things run smoother. One of the more well attended 5K beach runs with approximately 260 participants.

The food truck nights on Wednesdays at Centennial Park were mostly well received. We had some issues with parking but those seemed to be alleviated as the summer went on. We'll discuss whether to do the same type of schedule for 2025.

The live music at Centennial Park overall was a big success. Only a couple of rainouts, with both of those occurring on Wednesdays. All Saturday shows were held. Brian did state that costs for these shows continue to go up.

Brian Cunniff stated that the events at the Crest Arts Pavilion went much better this summer than last. Helps that the building is now taking shape in the community. Original music night on Tuesdays was a mixed bag – some shows were well attended while others were not. May take a year or two to get people familiar with the program. The children's entertainment on Mondays went well, save for one entertainer of whom we've asked not to return. Thursday evening paint parties had a good response, as did the Friday evening free ukulele lessons. Frank Basile stated that the building is getting a lot of exposure through the artist of the month program, with lots of people strolling through to view the art.

Brian Cunniff added that the vendor in the building (Beach Brew) seemed to do very well this summer compared to last. The fact that the landscaping was redone certainly made the building more attractive to visitors.

Brian Cunniff stated that Firefighters Weekend Craft Show is scheduled for this Friday and Saturday (Sept. 13-14) at Sunrise Park. The Seafarers Celebration is scheduled for Saturday, Sept. 21. Planning is about 95 percent complete for Seafarers. The Run The Crest Running Festival is scheduled for Saturday, Oct. 5. Mayor Cabrera stated that the projection is that 350 to 400 people will register and that details for the event are being finalized.

Brian Cunniff stated that the two Seward Johnson sculptures have been well received at the Crest Arts Pavilion. Seems to be a better reaction than last year, when many people did not like the sculpture at Sunset Lake.

Mayor Cabrera stated that some of the components on the new foot showers at the beach entrances are going to be switched out. The timing mechanism was not working properly. The company will be replacing at no cost to the borough.

Mayor Cabrera stated that the borough is exploring potential new landscaping at Centennial Park. Cape May County Open Space application would be involved. The landscaping plan as of now is similar to what's at the Crest Arts Pavilion.

Mayor Cabrera announced that a bid has been awarded for the replacement of seven new bulkheads and the raising of some street ends and new piping. A \$5 million project.

Joanna Lacivita asked about the status of the fishing pier with respect to a possible extension. Mayor Cabrera said the borough is still waiting on the next move by the U.S. Army Corps of Engineers as it moves forward with the proposed dune project.

Mayor Cabrera stated that the borough will hold its annual 9/11 memorial service on Wednesday 9/11 at 5:30 p.m. at Alamenno Park.

Brian Cunniff stated that he was expecting representatives from the Monster Mash event to be in attendance at the meeting but none was present. The TDC members are unanimously in favor of supporting the event.

Brian Cunniff stated that the next meeting TDC meeting is scheduled for Oct. 9.

Meeting adjourned at 4:29 p.m.