

# CUMBERLAND COUNTY TOURISM ADVISORY COUNCIL

## Meeting Minute Notes

A meeting of the Cumberland County Tourism Advisory Council (CCTAC) was held on Tuesday, April 13, 2021 via Microsoft Teams and/or Teleconference.

### MISSION STATEMENT

To coordinate, educate and promote tourism activities and destinations in Cumberland County and the surrounding Southern New Jersey region in order to foster cultural, historical and recreational activities and appreciation for the area and a better quality of life.

#### **Present:**

Joe DeLuca	Brad Scott
Donna Longo	Lynn Timberman
Lisa Jester	Maryann Lods
Commissioner Barber	

**Guest:** Matthew Pisarski, Cumberland County Cultural & Heritage Commission  
Justin Kamm, NJMP

#### **Approval of Minutes**

A motion was made to approve the minutes from March 9, 2021 by Ms. Timberman. The motion was seconded by Ms. Jester and passed unanimously.

#### **2021 SSRDMO Grant**

Mr. Pisarski said marketing grants are available, if you would like to apply for one please email Ms. Gauntt. Federal recovery grants are also available for non-profits. For the federal grant the target audience must be at 51% low or moderate income.

#### **2021 Tourism Campaign Discussion – NJDA Specialty Crop Block Grant Board of Agriculture/Economic Development**

Grants are not available this year for a Bay/Farm to Table campaign.

#### **NJ Motorsports Park Billboard**

Mr. Pisarski received the specs for the billboard. Mr. Pisarski asked the council what they would like to see on the billboard. Mr. Scott said the message has to be quick. It was suggested to put the explore website on the billboard.

#### **Department Updates – Matthew Pisarski**

Mr. Pisarski commented that there is a lot of grant funds available especially for recreation.

#### **County Commissioner Updates**

Commissioner Barber said funds are available for municipalities and restaurants. Mr. Pisarski said the Governor signed off on a 15 million dollar increase to Cultural & Heritage programming.

#### **Advisory Council Members Updates**

Mr. Scott said the Motorsports Park is having trouble filling positions. Commissioner Barber suggested they contact Workforce Development to help find employees.

Ms. Timberman said all is good at the zoo.

Ms. Longo said the mall is back to regular hours. A new jewelry store has opened. On Mother's Day a diaper drive is being held. Home Goods will be coming to the mall. The theater will be opening in May.

Ms. Jester said the museum is doing well. The airshow is September 4 & 5, the headliner is the United States Air Force F 22 Raptor.

Ms. Lods downtown Millville is having good new growth. The Levoy is reopening. Arts Creates Excellence starts its 22<sup>nd</sup> year in July.

Mr. DeLuca said the museums are open by appointment.

#### **Adjourn**

A motion was made to adjourn the meeting by Ms. Timberman. The motion was seconded by Ms. Lods and passed unanimously.