

CUMBERLAND COUNTY TOURISM ADVISORY COUNCIL

Meeting Minutes Notes

A meeting of the Cumberland County Tourism Advisory Council (C.C.T.A.C.) was held on Tuesday, April 12, 2022, in a hybrid format with availability both in-person and virtually.

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: Donna Longo
Marianne Lods
Lynn Timberman
Nancy Patterson Tidy

Guests: Omarey Williams, Shared Services Coordinator
Matt Pisarski, Planning Department Director/Head
Matt Horowitz, Recording Secretary
Wanda Riviera, Confidential Assistant

Commissioner Doug Albrecht
Paul Ritter, Hopewell Township Mayor
Yogesh Thakur, Friends of India Society
Justin Kamm, New Jersey Motorsports Park

Approval of Minutes – March 8, 2022

New member Nancy Patterson Tidy introduced herself as the Director at East Point Lighthouse and President of The Maurice River Historical Society, which manages The Lighthouse. A motion was made by Marianna Lods, seconded by Donna Longo, and passed unanimously by the Council to approve the minutes from the March 8, 2022, meeting. There was one abstention for Ms. Patterson Tidy, who was not yet appointed a member at the time of the March 8, 2022, Tourism Advisory Council meeting.

Grant Opportunity – FY 2023 Cooperative Marketing Grant

Mr. Williams explained he recently had a conversation with the New Jersey Division of Travel & Tourism (NJDTT) and they would be putting in a grant application on behalf of the Tourism Advisory Council (T.A.C.) He stated, previously, funding support for the Tourism Advisory Council had come from the Board of County Commissioners and the New Jersey Southern Shore Regional Destination Marketing Organizations (NJSSRDMO). Mr. Williams had been advised T.A.C. could apply for the FY 2023 Cooperative Marketing Grant on their own/in addition to their affiliated entities.

SSRDMO Marketing Grant Requests

Mr. Williams said the SSRDMO Marketing Grant Requests included The Millville Army Air Field Museum (MMAFM,) Millville Development Corporation, Kite & Color Festival, Cumberland County Historical Society, The Boys & Girls Club, and The Cohanzick Zoological Society (which he would email out later.) He introduced their guest, Yogesh Thakur, who was in attendance on behalf of Friends of India Society to discuss the Kite & Color Festival. Mr. Thakur said Friends of India had been in the area since 2006 and the event was a combination of two separate Indian holidays. Mr. Thakur said they had been organizing the Kite & Color Festival since 2007 and this year would be their fourteenth celebration. Mr. Thakur said the Festival had been held at the County Fairgrounds since 2017 and they typically expected about 3,500+ participants annually. Mr. Thakur said they hope to incorporate a larger focus on the County and hoped more non-Indian people would attend. Mr. Thakur said the grant would be a great help in offsetting the costs of the Festival. Mr. Thakur said Kite & Color Festival would be held June 11, 2022, from 11-5:00p.m.

Additional entities requesting funds from the SSRDMO Marketing Grant included The Cohanzick Zoological Society, The Millville Army Air Field Museum (MMAFM,) Millville Development Corporation, Cumberland County Historical Society, The Boys & Girls Club, and, of course, The Kite & Color Festival, as previously mentioned. Mr. Williams said staff recommendation was to approve all these entities for the grant requests. Ms. Patterson Tidy asked if East Point Lighthouse would be eligible for this grant and Messrs. Pisarski & Williams said they would send Ms. Patterson Tidy an application A motion to approve all six SSRDMO Marketing Grant requests was made by Marianne Lods, seconded by Donna Longo, and passed unanimously by the Council.

Specialty Crop Block Grant

It was quickly decided to table the Specialty Crop Block Grant agenda item until the following month's meeting, as Mr. Pisarski had no official update at this time.

Jersey's Best Magazine Sponsorship Opportunity

Mr. Pisarski explained he had recently received a request from the Administration Building's Purchasing/Finance Department regarding competitor or competitive pricing for a magazine publication like the Vacationer. He said he had reached out to NJ Best/Explore NJ magazine for an advertising package, which was \$4,000.00. Mr. Pisarski added he would send out a quote from NJ Advanced Media with a variety of packages to the Council. Ms. Lods suggested a way to track inquiries coming in. Ms. Longo suggested setting up a QR code system for such tracking needs. Mr. Pisarski said he would Forward the Council an email regarding the Vacationer, which he indicated he felt could help on the State level, as well.

Filming In Cumberland County Update

Mr. Pisarski explained he did not have a lot to report for the Filming in Cumberland County Update. However, he did mention one of the filming locations scouts, Blake Rice, was still looking for a creepy abandoned house. Ms. Lods suggested The Palace of Depression. Mr. Pisarski said the Bento Box scenes had already been filmed and he would work on a status report to present to the Council. Ms. Longo added the Sheriff's Office had offered to help supply security services for larger film projects for a reasonable fee.

Departmental Updates

Mr. Pisarski passed out packets containing samples of the Vacationer Draft for those in attendance in-person and said he would email copies out to those attending virtually. Mr. Williams was able to pull up the Vacationer Draft packet within the Shared Screen for those attending the meeting virtually. He said this included the edits to be made to the Vacationer on behalf of Cumberland County. It encompassed three pages of ads: 1.) the Cumberland Fresh campaign, 2.) upcoming events with one for each entity and a link to their website, and 3.) four quarter-page ads for local artisanal alcohol businesses.

Mr. Pisarski further explained these ads mentioned the Horseshoe Crab Festival, Bridgeton Invitation Baseball Tournament, Hands Up Silent Theater's Presentation of Disney's Beauty & The Beast, The Strawberry Festival at The Shoppes at Dragon Village, the Food Truck Festival at the New Jersey Motorsports Park, Cruise Down Memory Lane Car Show, The Cumberland County Fair, Puerto Rican Festival Week, SpongeBob: The Musical, the Artisans' Faire & Marketplace, the Festival of Fine Craft, and New Jersey Oyster Fest. Mr. Pisarski said the alcohol ads were for Mission Spirits Distillery & Tasting Room, Glasstown Brewery, and Cedar Rose Vineyards, as well as Terra Nonno Winery, the last of which he was still waiting to receive but hoped to get it within a matter of days. Mr. Pisarski said the Vacationer would go to print relatively soon and staff would get boxes out to everyone to help distribute. Mr. Williams said he would get a box (and brochures) to Ms. Patterson Tidy at East Point Lighthouse to distribute to lighthouses across New Jersey, as well.

County Commissioner Updates

Commissioner Doug Albrecht said he had no updates this month for the Council. Hopewell Mayor Paul Ritter said Hopewell Day would again be held on Saturday, October 1, 2022, and asked staff to help promote however they could. Mr. Williams said staff would be more than happy to share a flyer on the website, as well as social media. Mr. Ritter said in 2023 Hopewell Township would be celebrating 275 years since establishment and welcomed any participation by the County and anyone within the community who wanted to be involved.

Tourism Advisory Council Member Updates

Justin Kamm from the New Jersey Motorsports Park (NJMP) thanked the Council for adding the NJMP to the Vacationer for the Food Truck Festival ad. He added the County billboard on their property still looked fantastic and had survived the winter. Mr. Kamm asked the Council to let him know, if there was any interest in changing or updating said billboard.

Ms. Longo asked everyone to please visit HomeGoods and said The Mad Hatter & Easter Bunny were both currently available for photos at The Cumberland Mall.

Ms. Lods said she was working on a mural tour throughout the Glasstown Arts District. It included 13 murals and Mr. Lods had recently created QR codes for each site herself. She wrote descriptions and planned to add them to the Riverfront Renaissance Center for The Arts (RRCA) website and hoped to add vinyl adhesive QR codes to each building. Ms. Lods added she would direct visitors and supporters of the arts to the Millville Army Air Field Museum's mural program, as well.

Ms. Timberman said Kids Fest was to be held May 5, 2022, at The Cohanzick Zoo and Zoo Camp sign-up was currently open, via phone. The Zoo was updating their membership and animal sponsorship documents, and rack cards. They were actively looking for new Zoo Board members and Ms. Timberman said The Zoo had been packed recently on nice days.

Ms. Patterson Tidy said East Point Lighthouse had regular tours and their annual meeting (to be held as a picnic open to the Community) scheduled for May. She explained Bay Day would be held over the first weekend in June.

Adjourn

Ms. Timberman asked for one final motion: a motion to adjourn the April 12, 2022, Cumberland County Tourism Advisory Council meeting was made by Ms. Longo, seconded by Ms. Lods, and passed by the Council. Ms. Timberman explained, in closing, the Council's next meeting would be held May 10, 2022, at 3:00p.m. at The Authority.