

# 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, August 9, 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:** Lynn Timberman Donna Longo  
Lisa Jester Marianne Lods

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

### Approval of Minutes Notes – July 11, 2022

Ms. Timberman thanked everyone for their attendance and asked for a motion to approve the July 11, 2022, meeting minutes. A motion was made by Ms. Longo, seconded by Ms. Lods, and passed unanimously by the Council to approve the July 11, 2022, meeting minutes.

### Update On Social Media Consultant

Mr. Williams explained after the decision at the previous month's meeting not to go with Comcast/EffecTV, staff had met with Renati Solutions and their consultant, Will Gruccio, whom they had gotten in contact with through Ms. Longo. They had given Mr. Gruccio an idea of what the Tourism Advisory Council (T.A.C.) were interested in for their new social media "mission." Mr. Gruccio would be working up a proposal with objectives to give to Mr. Williams and be presented to the Council. Mr. Pisarski additionally mentioned a re-vamp of the T.A.C. website and mentioned staff had been in discussions with George Joyce.

### Update On Specialty Crop Grant

Mr. Pisarski said the Specialty Crop Grant project had been in-the-works since the spring. He explained staff had been having a bit of a tough time zeroing in on the criteria to use to identify specialty crop growers they planned to work with. Mr. Pisarski said prior to COVID-19, there were local community farmers markets housed in Bridgeton, Millville, and

Vineland and currently, only the Millville farmers market remained. Mr. Pisarski had met with Ms. Lods to identify qualifying vendors and had even found an additional vendor that was interested in going to the Millville farmers market. Mr. Pisarski planned to use the grant funds to help re-launch the Bridgeton & Vineland farmers market within the next two years. Ms. Lods added they would work on the Millville farmers market for all three years, as well.

### **Filming In Cumberland County Update**

Mr. Williams said there were currently no specific updates on the filming projects that were being worked on within the County. Although, he did mention staff had been in communication with the State on the South Jersey Film Commission and their relationship with the New Jersey (State) Commission. Mr. Williams had recently acquired a contact for Kerry Richards at the South Jersey Film Commission and would let the Council know when he heard back from her. Mr. Williams stated staff had received the log-in information for the Reel Scout film database to gather and upload photography on potential filming sites. Mr. Pisarski said he would send everyone the link for suggestions for new locations. Ms. Lods said Bill Horin and his organization were soon moving from Atlantic County to Millville.

### **Departmental Updates**

Mr. Pisarski added the Department had heard interest about securing grant funding regarding the Spotted Lanternfly. He said a resolution would appear before the County Commissioners this month to approve \$15,000.00 initially from the Department of Agriculture. It would be limited to commercial farm operations and applications would be accepted at the County level. Mr. Pisarski said a vendor would be contracted to do the spraying, as there was not staff at the County to do such spraying for Spotted Lanternflies. He urged the Council members to tell any commercial farm operations they knew to reach out to the Department. Ms. Longo suggested checking to see if any of the applying farm operations were able to qualify for the Specialty Crop Grant marketing campaign, as well.

### **County Commissioner Updates**

Commissioner Albrecht inquired if \$15,000.00 would be enough to attack the Spotted Lanternfly problem within the County. Mr. Pisarski further explained the State funding would “start at \$15,000.00 and there may be additional funding available.” Mr. Pisarski said if the initial \$15,000.00 was not enough he would reach back out to the State and ask for additional funding. Commissioner Albrecht thanked Mr. Pisarski and the Council for the letter sent on behalf of the Commissioners regarding the Menantico Pond closing. Mr. Pisarski said Administration had drafted such a letter and he would get it sent out to the Council members and County Commissioners for their review.

### **Tourism Advisory Council Member Updates**

Ms. Jester said the Millville Army Air Field Museum M.A.A.F.M. had been very busy this summer; their tours and summer camp had exploded in recent weeks! Their next Movie Night would be held on August 23, 2022. Ms. Jester said they were selling tickets for their

annual 50-50 Fundraiser, which would be in November and their golf event would be held soon. Sponsorships for the golf event had doubled with no airshow being held this year. Ms. Jester said the M.A.A.F.M. had multiple grants currently in-process through their new official grant writer Kathy Bond. Mr. Pisarski asked Ms. Jester for any charts showing attendance and Ms. Jester said she would happily share such numbers and charts.

Ms. Lods encouraged the Council members to purchase 50-50 Raffle tickets, as well. Ms. Lods said their annual summer camp had wrapped up at the end of July. She said it was a great turn-out and participation this year with the final art exhibit being very well-attended. Ms. Lods said the next Third Friday would be held on August 19, 2022, with September projects, as well as the Plein Air competition, currently being planned. An additional award of \$61,500.00 from the State Council On The Arts had been received this year.

Ms. Longo said three new stores had opened within the Cumberland Mall during the month of July: Divano Furniture, Lids, and Re-Up were all now open and doing very well. Mr. Pisarski added on the development side relating to the Mall, he knew that Chick-Fil-A were planning to re-design their drive-thru. Ms. Longo said they would be adding a second drive-thru lane, which would, hopefully, help alleviate traffic back-up into the Mall parking lot. Ms. Longo said this specific Chick-Fil-A was recently the top-generating revenue store within the state of New Jersey. A second store was planned for Landis Avenue, as well.

Ms. Timberman said some of the animals at the Cohanzick Zoo were being re-located to different exhibit locations this summer. She had a list of new animal acquisitions that was being readied for the fall. Ms. Timberman said eight new birds had been brought back out to their exhibits, as staff felt the Avian Flu was now under control. The waterwheel was not running currently because of low water levels. Ms. Timberman said Zoo Camp had been very successful, despite the heat. She had no word on the covered bridge replacement. Ms. Timberman said a harvest event was suggested for the fall and hoped to have more updates next month. George Joyce was designing a new website for the Zoo. Ms. Timberman mentioned October 1, 2022 was Hopewell Day and next year, would be the “big” celebration.

Wanda Riviera mentioned upcoming events included Unity Day, another Unity Day/Markquese Bell Day Parade, Artists’ Day, Hispanic Heritage Day, Greenwich Craft Faire, WheatonArts’ Festival of Fine Craft, Downe Home Day, and Oyster Fest, just to name a handful of events. Mr. Pisarski directed the Council members towards the Calendar of Events and County staff would be presents at most of these upcoming events and more.

### **Adjourn**

Ms. Timberman politely asked for one final motion: a motion to adjourn the August 9, 2022 Cumberland County Tourism Advisory Council meeting was made by Ms. Lods, seconded by Ms. Jester, and passed by the Council. Ms. Timberman explained, in closing, the Council’s next meeting would be held on September 13, 2022 at 3:00p.m.