

CUMBERLAND COUNTY TOURISM ADVISORY COUNCIL

February 12, 2019

Meeting Minute Notes

A meeting of the Cumberland County Tourism Advisory Council (CCTAC) was held on Tuesday, February 12, 2019 in the freeholder conference room in Bridgeton, NJ. Mr. DeLuca called the meeting to order at 3pm and welcomed everyone.

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:

Kim Gauntt, Cumberland County Recreation & Tourism
Joe DeLuca, Cumberland County Historical Society & the All Sports Museum
Donna Longo, Cumberland Mall
Lisa Jester, Millville Army Air Field Museum
Maryann Lods, Glasstown Arts District
Lynn Timberman, Cohanzick Zoological Society
Jamie Warner, Wetlands Institute
Freeholder Quinn

Guest:

Matthew Pisarski, Cumberland County Cultural & Heritage Commission
Kerri Lack, Fairfield by Marriott

SSRDMO Grant 2019

Ms. Gauntt said we received \$20,000 from the DMO in grant funds. The council needs to decide how the funds will be spent. Ms. Lods said money needs to go to website maintenance and mini grants. Ms. Gauntt said funds will also go to advertising. SNJ Today is sending Ms. Gauntt information regarding print advertising. Ms. Gauntt would like to run ads for upcoming spring/summer events. Mr. Pisarski asked how much funding was requested in mini grants, Ms. Gauntt said six organizations received funds. A motion was made to approve \$7,500 to be spent in mini grants by Ms. Lods. The motion was seconded by Ms. Jester and passed unanimously.

2019 Cumberland County Calendar of Events

The calendar of events are currently being printed.

SSRDMO Lunch Meeting – Wed. February 20th, 12 noon, Cold Spring Village

Ms. Gauntt asked if anyone will be attending the DMO lunch meeting, several council members said they will be attending.

Cumberland County Business Expo – Wed. April 3rd, 4-7pm CCTEC

Ms. Gauntt will have a tourism table set up at the expo.

Philadelphia Flower Show

Please get Ms. Gauntt brochures so they can get handed out at the flower show.

Historic Trail Map Brochure

Cape May funded the printing for the trail map. Mr. Pisarski said Cumberland trail was laid out by Ms. Gauntt and himself. The brochure is being reprinted due to several errors.

Explore Cumberland's Murals Brochure – Matt Pisarski

A mural brochure is being printed with grant funds. The Cultural & Heritage Commission is paying for the photos of the murals that will be in the brochure. Ms. Longo suggested an eco-tourism brochure needs to be done.

Cultural & Heritage Report – Matt Pisarski

Mr. Pisarski commented that Eagle Fest had a good turnout. Hotels in the area were supposed to offer a discount but the discount was misclassified.

Around the Table Discussion

Ms. Longo said the mall is going through a changing period, several stores are closing.

Ms. Jester commented that things are going good with several events happening at the museum. In 2020 an airshow will take place.

Ms. Timberman said the zoo is having a fundraiser, “Rocking for the Zoo” at Centerton Country Club.

Ms. Lods said this week is third Friday, there is a new art exhibit and a quilt show.

Ms. Warner said CHABA is trying to raise funds for the nail house.

Mr. DeLuca commented that planning of the new museum in Greenwich is moving along.

Ms. Lack said she would like to do package deals for the area.