

CUMBERLAND COUNTY TOURISM ADVISORY COUNCIL

Meeting Minutes Notes

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

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 Donna Longo
Lynn Timberman Lisa Jester
Brad Scott Marianne Lods
Jamie Warner
Commissioner Quinn Commissioner Barber

Guests: Omarey Williams, Shared Services Coordinator
Justin Kamm, New Jersey Motorsports Park (NJMP)

Approval of Minutes

A motion was made by Marianne Lods to approve the minutes from June 8, 2021 as submitted. The motion was seconded by Lisa Jester and passed unanimously by the Council.

NJMP Billboard

Matt Pisarski mentioned the Billboard at the New Jersey Motorsports Park (NJMP) was now up, installed, and completed. Mr. Pisarski shared an image of said NJMP billboard at the complex's entrance gate. He extended his thanks, on behalf of the Council to both, Brad Scott & Justin Kamm for their cooperation and assistance through this process. Various members of the Council agreed the billboard turned out looking great!

Agricultural Marketing

Mr. Pisarski stated he would send the Council the current versions of the Agricultural Marketing campaign for 2021, which would have to come out of the budget. However, for 2022-24, Mr. Pisarski explained, they had applied for a Specialty Crop Block Grant to help fund the campaign through those three years, if funded.

Cumberland County On Canvas

Mr. Pisarski explained the Cumberland County On Canvas event was going to be held at the Riverfront Renaissance Center for The Arts (RRCA) in Millville on High Street. He further explained the Reception would be held on Friday, July 16, 2021 from 6-8:00p.m. Mr. Pisarski stated the first, second, and third place winners would receive a cash prize and those pieces of art would become part of the County's permanent art collection to be displayed throughout County-owned buildings. Judging would happen on Thursday, July 15th and the award winners would be announced the following night at the Reception.

Ms. Lods added the RRCA might want to give two Honorable Mention awards and a small cash award, as well. Mr. Williams said he would reach out to Ms. Lods to help make this happen. Mr. Pisarski explained the judges would be either himself or Mr. Williams, an artist from Cumberland County, and a third person still to be determined. Mr. Pisarski stated the pieces of art were up now at RRCA and would be displayed until the end of the month. Ms. Lods explained the Gallery's regular hours were Tuesday through Saturday 11-4:00p.m. and on Third Friday, all day until 8:00p.m.

County Outreach Bus Design

Mr. Pisarski explained this was an old CATS/Census bus that was now being re-wrapped as a general outreach vehicle. He added this was a second design and wasn't finalized yet, but the graphics designers were getting close to a final edit. Mr. Pisarski knew Brad & Justin at the NJMP wanted the racecar image switched out, suggested changing the image of the fisherman on the dock, make the imagery as large as possible to reduce the white areas, and increase the font size on "Board of County Commissioners." Ms. Jester suggested changing the image of a P-51 to an image of the P-47 Thunderbolt instead, to better represent the Millville Army Air Field. Commissioner Barber asked once the Council gave their final approval, Mr. Pisarski simply present the design to The Board of County Commissioners for their review and final sign-off, as well.

Annual Budget (2nd Quarter Review)

Mr. Pisarski reiterated Kim Gauntt had recently transferred to 4-H and was now doing work for them. He said they would be posting the position for Tourism Representative later on that week. Mr. Pisarski now intended to incorporate the Tourism/Recreation budget line items into the Departmental Budget. He presented a 2nd Quarter Budget Review as he understood it and as it appeared within the system. Mr. Pisarski proceeded to provide clarification as to how these funds were being spent out: funds were spent out for Marketing Grants (DMO, Line Item,) Vacationer advertising, DMO marketing agreement, Explore Beyond The Shore digital marketing campaign, Miscellaneous Expenses, etc. Mr. Pisarski asked the Council to simply give some thought as to how the remainder of these funds could be spent, as well.

Draft Directional Signage Design

Mr. Pisarski mentioned there was a request from the Cumberland County Historical Society (CCHS) & All-Sports Hall of Fame requesting directional signage on County roads to help direct people to their facilities. Mr. Pisarski had two potential designs/color pallets he wanted to present to the Council: a tan/green-colored option (matching the Fairgrounds signs) or a more traditional rustic brown/white design (used for both historic and open-space venues.) Following a brief period of discussion, it was decided the text would read as "All-Sports Museum of South Jersey" and "Cumberland County Historical Society." It was decided Mr. Pisarski would refine both designs/colors and let Mr. DeLuca choose the final versions to be produced. Mr. Pisarski added there would be four directional signs made for each venue.

Departmental Updates

Mr. Pisarski stated, reiterating, the position posting would be for a Tourism Representative and the scope of work had been changed slightly to include both Tourism & Recreation. This was a union title and was being reviewed by the appropriate union at the time of the meeting. Mr. Pisarski explained, as soon as the union signed off on it, they could post it for potential applicants.

County Commissioner Updates

Commissioner Quinn just wanted to mention how well-done and well-attended NJMP's recent Food Truck Festival was, which was attended by approximately 7,000 people. Commissioner Quinn mentioned the NJMP were ruining a free concert series throughout the summer, as well. Commissioner Quinn wanted to extend his thanks to Kim Gauntt for all of her years served as Tourism/Recreation Director and wanted to wish her all the best in her new position at 4-H. Mr. Scott echoed Commissioner Quinn's sentiment that the NJMP Food Truck Fest was a great success, far greater than anyone had expected. Mr. Scott mentioned they were planning to do a second Food Truck Festival, but would have to change the date, as it was planned for October 16th and they didn't want to interfere with RRCA's concert event. NJMP was planning monthly concerts through the remainder of the summer. Ms. Lods mentioned WheatonArts were having their Festival of Fine Craft to be held the first weekend of October. Commissioner Barber just wanted to extend her thanks to Ms. Gauntt and all of her hard work over the years, as well. Commissioner Barber, also, wanted to extend her thanks to Mr. Pisarski, who attended a recent teleconference meeting with the Mayors. Mr. Pisarski added the Mayors may be attending this and other meetings moving forward. Mr. DeLuca read a letter resigning as Chairperson of the Tourism Advisory Council after serving for 22 years effective immediately. Mr. DeLuca thanked the Council members, as well as the County Commissioners. The Council thanked Mr. DeLuca for his years of service.

Tourism Advisory Council Member Updates

Brad Scott said the NJMP billboard looked great and was getting awesome feedback. The NJMP had since hired Michael Lacey, who did the graphic design for the billboard, to do some more work for them. Ms. Lods said the RRCA were in their second week of the Art

Creates Excellence Summer Camp with about 45 kids enrolled. Ms. Lods added they were going to hold a concert on October 16th in Riverfront Park from 2-6:00p.m. with The Snake Brother & Arsenal, The Band. Commissioner Barber asked Ms. Lods to send her the information for the Summer Camp for her granddaughter for next year. Ms. Jester explained the Millville Army Air Field was holding a summer camp, as well, through Millville High School for the next six weeks. Regarding the Millville Executive Airport, Ms. Jester added a new company, Jet East was now occupying two old hangars. Ms. Jester stated planning was still ongoing for the Airshow to be held over Labor Day Weekend, September 4-5th and supplied ticket information. There was a vendor spot that had already been reserved for the County for Ms. Gauntt. Ms. Timberman stated things were going well at the Zoo and Zoo Camp had started, but was limited this year due to COVID-19. Ms. Longo said all was good at Cumberland Mall and Home Goods would start construction within the next two weeks.

Adjourn

A motion was made to adjourn the July 13, 2021 Cumberland County Tourism Advisory Council meeting by Ms. Longo. The motion was seconded by Ms. Lods and passed unanimously by the Council.