

# 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, July 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 Lisa Jester  
Brad Scott Justin Kamm  
Marianne Lods Nancy Patterson Tidy

**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 – June 14, 2022

Omarey Williams thanked everyone for their attendance and asked for a motion to approve the June 14, 2022. Ms. Longo made one correction for clarity's sake. A motion was made by Ms. Lods seconded by Ms. Longo and passed unanimously by the Council to approve the minutes from the June 14, 2022, meeting, as corrected.

### S.S.R.D.M.O. Marketing Grant Request

Mr. Williams explained Kevin Danna from The All-Sports Museum of Southern New Jersey had recently stopped by to drop off a grant request in person for marketing/brochure production. Mr. Williams said Mr. Danna expressed how excited staff were excited about doing a lot of great things this year. Matt Pisarski said the All-Sports Museum was tax exempt, but Mr. Williams would double-check with Mr. Danna. Mr. Williams asked for a motion to approve the All-Sports Museum of Southern New Jersey's S.S.R.D.M.O. marketing grant request application was made by Ms. Jester, seconded by Ms. Lods, and passed unanimously by the Council.

### Fairgrounds & Recreation Master Plan Update

Mr. Pisarski presented an update on Clark Caton Hintz's progress regarding the Cumberland County Open Space & Recreation Master Plan process. Mr. Pisarski went through various mapping components Departmental staff had put together, as well as the Environmental Assessment. Mr. Pisarski added staff from Clark Caton Hintz attended the Cumberland County Fair two nights collecting 50 audience surveys on the Fairgrounds. Everyone commented on how great the updated Fairgrounds looked now and how well-attended this year's annual County Fair was this year. Commissioner Albrecht suggested having artistic renderings of what would happen next at the Fairgrounds/trails to take to upcoming events.

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

Mr. Williams pointed the Council's attention to an Excel spreadsheet cataloging all of the film projects currently in-process throughout the County, including Zombie Wedding, on which Cultural & Heritage Commissioner Robert Dragotta was serving as an executive producer. Mr. Pisarski shared suggestions that could be made to the spreadsheet to indicate the current status of each film project. Mr. Pisarski and staff were still working to upload photography for potential filming locations for the new Jersey Film Commission's database. It was suggested each separate organization could upload their own photos, as well.

### **Discussion On Rack Cards & Racks**

Mr. Williams thanked those in attendance in-person for bringing rack cards from their organizations. He presented various options for rack card holders staff researched and found on Amazon. Staff recommendation was suggesting organizations in need of rack card displays put in marketing grants for funding. Various Council members suggested specific kinds of rack card holders they had personally purchased and used with great success. Mr. Williams asked the Council members to, please, email him their specific rack card suggestions and/or purchase links.

### **Departmental Updates**

Mr. Pisarski said staff were present at the County Fair every night through the week and all day on Saturday with the Tourism booth. He explained staff would be at the Puerto Rican Festival in Landis Park, as well as the outreach bus with Commissioners in attendance, in the parade, and the New Jersey Motorsports Parks' Food Truck Festival. Mr. Pisarski stated staff were working on a variety of grant management components, including, but not limited to, Fellowship, LEAP, Shared Services, and Green Acres.

Commissioner Albrecht asked if the Council planned to take a stance on the Menantico River closing, to which Mr. Pisarski said he could draft a letter to Wildlife Management/NJ Department of Environmental Protection (DEP) saying they felt all wildlife management areas within Cumberland County should be actively open. A motion was made by Ms. Longo, seconded by Ms. Lods, and passed unanimously by the Council (with Ms. Patterson-Tidy politely recusing herself) to draft such a letter concerning the closing of Menantico River. Commissioner Albrecht thanked Mr. Pisarski & the Council. Mr. Pisarski added the Hansbridge Road/Menantico Preserve in Vineland was close to a ribbon-cutting ceremony.

### **County Commissioner Updates**

Commissioner Albrecht said he was very pleased with the County Fairgrounds. The Fair was great, well-attended, and well-received by the public. Commissioner Albrecht said he was excited for the next steps in revitalizing the Fairgrounds. He thanked the Tourism Advisory Council for their continued efforts on behalf of the County Commissioners.

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

Ms. Patterson Tidy said East Point Lighthouse was open every weekend on both Saturdays & Sundays from 11-4:00p.m. through the summer. Staff at the Lighthouse were gearing up for events to be held in the fall, including the Butterfly Festival in September.

Ms. Longo said the Super-hero event recently held at the Cumberland Mall was very well-attended and successful. Mr. Pisarski added Departmental staff person Joe Zaccaria was in attendance with a Tourism table. Ms. Longo said a new “glam” furniture store had opened and later in the month, Re-up was opening with collectible sneakers, and Lids would be coming back to the Mall again. Ms. Longo said a “family fun” store with NERF guns would be coming soon, as well.

Ms. Lods said Art Camp was currently underway through the month of July with 40 children of every ethnicity. Ms. Lods said they were having a ball and were very talented with different artists/teachers coming in weekly. Ms. Lods said a reception would be held at the end of July with parents, grandparents, and the Mayor in attendance. A new shop called Introducing Viki, with recycled and up-cycled furniture, was now open Downtown. Ms. Lods urged everyone to look at their new mural program online.

Ms. Jester said the Millville Army Air Field Museum had been very busy this summer. Summer camp was running from July through August, high school students were coming in, and tours were very active on a weekly basis. Ms. Jester said a new model shop would soon be open, as well; while there was no Air Show this year, a C-47 Skytrain may be visiting in September for a duration of three days with a potential car show behind Glasstown Brewery. Ms. Jester mentioned the Journey Through Jersey package, which she received in the mail with the Millville Army Air Field and other County entities being listed on their online site.

Brad Scott and the New Jersey Motorsports Park was experiencing great turn-out and high-volumes for their events so far throughout 2022. Mr. Scott said their go-kart track was attracting events this year with events such, as mud runs, doing very well. Events coming up would include the Food Truck Festival, a monster truck show, the Charity Challenge run, MotoAmerica, concerts, comedy shows, and a bourdon and cigar event.

### **Old Business/New Business**

Mr. Williams mentioned the CUT Short Film Festival coming to Downtown Millville for which he included an informational booklet within the meeting packet. Mr. Williams