



Cumberland County Tourism Advisory Council

164 West Broad Street
Bridgeton, New Jersey 08302



Phone (856) 453-2184
FAX (856) 453-9138

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 for the area and a better quality of life.

AGENDA

Tuesday, June 8, 2021

3:00 P.M.

Microsoft TEAMS/Teleconference

1 856 209-3537

Conference ID 418 583 810#

- I. Call to Order – Chairman Joe DeLuca
- II. Roll Call
- III. Approval of Minutes – May 2021
- IV. Marketing Campaign
 1. Bay to Table
 2. Farm to Table
 3. NJMP Billboard
- V. Townsquare Media - Event Targeting for advertising
- VI. Vacationer Magazines
- VII. SSRDMO Digital Campaign focusing on Cumberland
 1. Levoy Theater – running now
 2. MAAFM
 3. Wheaton Arts
 4. Cohanzick Zoo
- VIII. Events
 1. Philadelphia Flower Show – June 5-13
 2. Cumberland County on Canvas
- IX. Cultural & Heritage Updates – Omarey Williams
- X. Departmental Updates – Matthew Pisarski
- XI. County Commissioner Updates
- XII. Tourism Advisory Member Updates

Adjournment

Next Meeting will be Tuesday, July 13, 2021