



Cumberland County Tourism Advisory Council

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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, May 18, 2021

3:00 P.M.

Microsoft TEAMS/Teleconference

1 856 209-3537

Confirmation ID 335 907 089#

- I. Call to Order – Chairman Joe DeLuca
- II. Roll Call
- III. Approval of Minutes – April 2021
- IV. NJTIA Awareness Day – May 5, 2021
 1. Drive Market is Key for 2021
 2. 2022 Trade Shows will start
 3. Tourism Economic Impact 2020
 4. Tourism full recovery will not be seen until 2023
 5. 17.6 million for FY22 has been allocated for state tourism
- V. Specialty Crop Block Grant – Matt Pisarski
- VI. Marketing Campaign
 1. Bay to Table
 2. Farm to Table
 3. NJMP Billboard
- VII. Upcoming Events
 1. Bridgeton Invitational Baseball Tournament – May 25-June1
 2. Philadelphia Flower Show – June 5-June13
 3. Cumberland County on Canvas – July
- VIII. Departmental Updates – Matt Pisarski
- IX. County Commissioner Updates
- X. Tourism Advisory Council Members updates

Adjournment

Next Tourism Advisory Council meeting will be Tuesday, June 8, 2021