

# 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, November 15, 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.

<b>Present:</b>	Lynn Timberman	(May 2023)
	Donna Longo *	(May 2023)
	Lisa Jester *	(February 2024)
	Brad Scott / Justin Kamm	(May 2025)
	Marianne Lods *	(February 2024)
	Jamie Warner *	(March 2024)
	Nancy Patterson Tidy *	(May 2023)

**Guests:** Commissioner Donna Pearson, Deputy Director  
 Omarey Williams, Shared Services Coordinator  
 Matt Pisarski, Planning Department Director/Head  
 Wanda Riviera, Confidential Assistant  
 Matt Horowitz, Recording Secretary

### Approval of Minutes Notes – September 13, 2022

Mr. Williams thanked everyone for their attendance and asked for an inaugural motion to approve the September 13, 2022 meeting minutes notes, as the October 2022 meeting was canceled. A motion was made by Ms. Lods, seconded by Ms. Longo, and passed unanimously by the Council to approve the September 13, 2022 Tourism Advisory Council (T.A.C.) meeting minutes notes.

### Election of Tourism Advisory Council Officers for 2023

Mr. Williams explained while Lynn Timberman was currently serving as the T.A.C.'s chairperson, the vice chairperson seat was currently empty. Mr. Williams said staff recommendation would be to keep Ms. Timberman as chairperson and elect a vice chair. The Commission members all concluded Ms. Timberman had done an excellent job. Following a number of potential nominations, a motion was made by Ms. Jester, seconded by Ms. Longo, and passed unanimously by the Council to elect Lynn Timberman as chairperson and

Marianne Lods as vice chairperson. Ms. Lods abstained herself from the vote. Mr. Williams thanked Ms. Lods and said he had already spoken to Ms. Timberman, who wished to continue to serve another term as the Council's chairperson.

### **Approval of 2023 Meeting Dates**

Mr. Williams mentioned the list of forthcoming 2023 Tourism Advisory Council meeting dates was included within the meeting packet. He explained it was purely informational and did not require a motion for approval from the Council.

### **Discussion of Advertising Options for 2023**

Mr. Williams explained potential options for advertising within 2023 included The Connection Magazines, which was based out of Central Jersey, Jersey's Best Magazine through NJ.com/Jersey Media, Gateway's on-display campaign, and the Vacationer Magazine. Mr. Williams asked the Council how they felt about these options. The Council members decided it would be best to spend less than \$10,000.00 within The Vacationer and spread these funds elsewhere. Mr. Pisarski said the Council was committed to spending at least \$5,000.00 on The Vacationer. It was decided to do less pages in The Vacationer (two, rather than three) and spend funds more diversely across various advertising agencies. Ms. Longo mentioned that Renati Solutions would be drafting up ideas for digital advertising and marketing campaigns, as well. Mr. Williams said he would attain a handful of back issues of Jersey's Best to distribute and share with the Council.

### **Update On Tourism Photography – Craig Terry**

Mr. Williams shared a selection of recent photography by Craig Terry taken at various events and locations across Cumberland County, including action shots, nature shots, recreational shots, etc. Mr. Pisarski explained Mike Lacy would then take the raw images by Mr. Terry and do minor Photoshopping to make them even better. Mr. Williams added some of the photography was already being used, would be utilized within The Vacationer, on the County website, and across campaigns throughout 2023. Mr. Williams explained photography locations included Mission Spirits, Glasstown Brewery, pickleball courts, Union Lake, the A.J. Meerwald, the NJMP Field of Dreams, the Maurice River Bluffs Preserve, and more.

### **Discussion of Renati Solutions Board Communications Proposal**

Mr. Williams mentioned Will Gruccio's Tourism Board Communications Proposal on behalf of Renati Solutions for their upcoming digital marketing campaign. Mr. Williams said Mr. Gruccio would soon provide a full plan to the Council to implement. Ms. Longo added that a timeframe should be built into the plan and it was suggested to give Mr. Gruccio until about January 15 2023 to provide a draft. Mr. Williams said he would get in contact with Mr. Gruccio to lock in the timetable before signing the formalized agreement.

### **Discussion of Millville Executive Airport Brochure**

Mr. Williams said the Millville Executive Airport Brochure was provided by The Authority for their Economic Development. He thought it would be good for Ms. Jester and T.A.C. to see what The Authority was using within their packages to help sell the Airport. Ms. Jester said Jet East and NetJets were very busy in regards to air traffic at the Airport. Mr. Williams stated he would email out a digital copy to each of the Council members. A brochure and rack card exchange amongst the T.A.C. members was scheduled for January 2023.

### **Discussion of December Joint Luncheon – Tuesday, December 13**

Rather than having an action meeting for December, Mr. Williams explained staff had decided to host a combined luncheon for the Tourism Advisory Council, Cultural & Heritage Commission & Recreation Commission. It would be held on Tuesday, December 13, 2022 from roughly 12-2:00pm at the Green Olive 2 in Vineland. Ms. Riviera added additional event details would be provided, via email, very shortly.

### **New Jersey Travel & Tourism FY23 Cooperative Marketing Grant Program**

Mr. Williams explained, unfortunately, the Division of Travel & Tourism FY23 Cooperative Marketing Grant he had applied for on behalf of the Cultural & Heritage Commission had been denied funding. Mr. Williams said he would reach out to Colleen Karr directly for additional details as to why their application wasn't approved. It was discussed amongst the Council and staff as to how Mr. Williams might be able to help improve future applications to, hopefully, yield better results. Ms. Jester said she would be happy to share the Millville Army Air Field's successfully awarded grant with Mr. Williams.

### **Departmental Updates**

Mr. Pisarski mentioned he would try to have a presentation ready for the Tourism/Recreation/C&H joint luncheon that would talk about the three boards' accomplishments throughout 2022, as well as what they each looked to achieve in 2023. Mr. Pisarski added at the previous month's meeting, the County Commissioners did approve for 4-H & Agricultural Services to become a division of the Planning Department. Mr. Pisarski said the existing 4-H building would be renovated and staff from the Administration Building would move out there in 2023. Mr. Pisarski said meetings would be held at the County Administration Building in the Commissioners' Conference Room until staff moved permanently to the 4-H Building on Morton Avenue the following year.

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

Ms. Longo said Santa Claus would be arriving at The Cumberland Mall starting on November 19, 2022 and staff would be hosting a Pajama Party from 2-4:00 in the afternoon. Ms. Longo said there would be a parade, 4-H would have a mini-horse and carriage escorting Santa through The Mall. She said Santa would be there until Christmas Eve. Ms. Longo stated The Mall had been sold and had new owners as of Halloween.

Ms. Warner said the Maurice River Environmental Committee & Green Team was slowing down with activities this holiday season, but was planning a “Polar Bear Plunge” for The New Year. Ms. Warner said she would share additional details as soon as she had them. She said the Green Team were already scheduling out their events calendar for 2023.

Ms. Patterson Tidy said East Point Lighthouse’s recent Butterfly Festival was very successful across both days. They had utilized student volunteers for the first time and Ms. Patterson Tidy said it was also a very successful experience. Ms. Patterson Tidy said the annual Lighthouse Challenge in October was a great success, as well. Ms. Patterson Tidy said they would be doing an addition of a crushed shell parking lot. Upcoming events would include a Night Climb and a Santa visit. Ms. Patterson Tidy said an upcoming project with regrading and a berm was being held up at the Department of Environmental Protection (DEP.) Mr. Pisarski said he would email his contact at DEP to try to help move the Lighthouse’s project along on behalf of the County.

Ms. Lods said Millville Development Corporation would be hosting a Small Business Saturday event. It would include holiday discounts cards for 17 businesses from Downtown Millville. Ms. Lods said it would be a gift card program in conjunction with a free raffle for one winner to win \$500.00 in “Downtown Bucks.” Ms. Lods said they were again hosting their Double-Value Gift Card program for up to \$25,000.00 valued at \$50,000.00 at 21 participating businesses. Gift cards would be sold at the Riverfront Renaissance Center for The Arts (RRCA) at 9:00am on Saturday, November 26, 2022.

Ms. Jester said the Millville Army Air Field Museum’s Veteran’s Appreciation Day event had beautiful weather and was very successful with many volunteers participating from across the County. Their M-60 tank was already entered into both the Millville & Vineland holiday parades. Ms. Jester said she had been in contact with a producer from The Walking Dead and film scout, Robert Newman. Ms. Jester said staff would know by mid-December, but they were looking to do a Walking Dead spin-off from February through May 2023.

Mr. Pisarski said he would add it to the Filming In Cumberland County schedule. Ms. Jester added another film, Sparkle: A Unicorn Tale, was being released on Netflix and Glasstown Brewery had a beer called Sparkles Sky Dancer Strawberry Short Cake. It included a lot of filming in and around the Airport, so Ms. Jester said they hoped to do a screening event at Glasstown Brewery upon the film’s Netflix release in the spring of 2023.

### **Adjourn**

Mr. Williams said the next Tourism Advisory Council meeting would be held on Tuesday, January 10, 2023 at 3:00p.m. He politely asked for one final motion: a motion to adjourn the November 15, 2022 Cumberland County Tourism Advisory Council meeting was made by Ms. Jester, seconded by Ms. Lods, and passed unanimously by the Council.