

# CUMBERLAND COUNTY TOURISM ADVISORY COUNCIL

## Meeting Minutes Notes

A meeting of the Cumberland County Tourism Advisory Council (CCTAC) was held on Tuesday, October 12, 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:** Donna Longo  
Lisa Jester

Lynn Timberman  
Marianne Lods

**Guests:** Omarey Williams, Shared Services Coordinator  
Matt Pisarski, Planning Department Director/Head  
Amy Colaneri, Upper Deerfield Township  
Matt Horowitz, Recording Secretary

### Approval of Minutes

Lynn Timberman requested a motion to approve the September 14, 2021 meeting minutes. A motion was made by Lisa Jester, seconded by Donna Longo, and passed unanimously by the remainder of the Tourism Advisory Council (T.A.C.)

### FY2021 Specialty Crop Block Grant - NJDA

Matt Pisarski shared his screen to show a list of Eligible Specialty Crops, including (but not limited to) foliage/nursery stock, Christmas trees, hops, mushrooms, organic fruits or vegetables, potatoes, sweet corn, vegetable seeds, algae, and honey; Ineligible Commodities would include shellfish and more. Mr. Pisarski, along with Wanda Riviera & Omarey Williams, would be working on a campaign to be presented within a couple months. It would include communicating with farmers, getting a sense of those sales, conducting a marketing campaign, and assessing their sales afterwards to determine the impact of said campaign. He explained Michael "Mike" Lacey would be composing graphics to be used for both digital media and billboard promotional campaigns throughout the South Jersey area.

### Agricultural Marketing Campaign

Mr. Pisarski again mentioned the agriculture and aquaculture ads shared last month, explaining he had an email into Outfront Media inquiring about a billboard campaign. He indicated Mr. Lacey was drafting billboard designs for both campaigns. As soon as Mr.

Pisarski received a quote, he would send it to the Council for their consideration. In addition to the upcoming billboard campaign, these two ads would be released across the County's social media pages as well, and he was currently collecting data for the aquaculture campaign from the Department of Agriculture for a planned online roll-out.

### **Social Media Update – Insights & Integration of Cumberland NJ Art Into Explore Cumberland**

Mr. Pisarski explained posting on the County's Instagram & Facebook was intended to be more specific with mainly events-oriented posts. Matt Horowitz explained he had been following various Facebook pages to help him collect event listings, flyers, data, etc. which he then saved and stored, broken down by months. Mr. Horowitz was posting them to the Calendar of Events and sharing to the County's Facebook & Instagram pages leading up to the events. Mr. Pisarski explained, as the sites were being merged and Mr. Lacey was designing a new website, the Cultural & Heritage Calendar had been merged to the existing Explore Cumberland site. Mr. Horowitz was updating the Calendar on a daily basis and saving and storing the event flyers themselves. Mr. Pisarski said a packet of brochures would soon be delivered to Nancy Patterson Tidy for both East Point Lighthouse and to be distributed to lighthouses across New Jersey.

### **Review of Updated Tourism Directory**

Mr. Williams explained the Updated Tourism Directory was assembled by Ms. Riviera, who did a great job, and was sent out to everyone on the Council, as well as affiliates from each municipality. Mr. Williams said there were some minor corrections, and an addendum would be going out. He assured everyone it would just be used internally.

### **Discussion of Events Scheduled for Tourism Presence**

Mr. Williams indicated upcoming events boasting a tourism presence would include The New Jersey Association of Counties (NJAC) Conference, Downe Home Day, and The New Jersey Motorsports Park (NJMP) Food Truck Festival. If there were any additional events to be attended, Mr. Williams asked interested parties, please, reach out to either himself or Mr. Pisarski. Mr. Williams explained the Board of Elections would be partnering with the Department to test out and show off their new voting machines ahead of Election Day. Mr. Pisarski further explained the Outreach Bus would be present since the voting machines would need electricity to be able to run at such events.

### **Discussion of Takeaways for Outreach Events**

Mr. Pisarski stated with the increased Tourism presence, they were going through both takeaways and brochures very quickly, especially with the new Plinko and Spin-The-Wheel games. Mr. Pisarski explained Ms. Riviera had done a great job collecting information and putting an order together for new takeaway/prizes. Ms. Riviera further explained the Department had placed orders for a collapsible pet bowl, a doggy doo-doo pick-up bag attachment, portable phone chargers, first aid kits, insulated tote bags, compass combos, a

pen/hand sanitizer combo, vaccine card holder, silicone straws, a popping toy for kids, and other post-COVID giveaways. Some takeaways were graciously donated by The Authority until the Departments new shipment arrived.

### **Discussion of December Joint Meeting**

Mr. Pisarski explained staff were thinking they would host a December joint luncheon for Tourism, Recreation, and Cultural & Heritage. Staff were currently looking at venues and were trying to put something cool together, which they hoped to announce soon.

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

Ms. Timberman explained the tigers at The zoo had been neutered to hopefully help them get a long and coexist better. She added a community member had approached The zoo about installing a Peace Pole Garden for International Peace Day in September. Ms. Timberman said 10 Peace Poles had recently been installed as a part of a community service.

Ms. Lods shared a reminder for the October 16, 2021 free concert in Capt. Buck Park from 2-6:00p.m. with The Snake Brothers & Arsenal The Band. There would be crafters, artisans, food vendors, etc. present, as well, on The Riverwalk. Ms. Lods mentioned Leslie Ficcaglia, who had received a long-term visa and was now living in France. Mr. Pisarski further explained he had received a resignation letter from Ms. Ficcaglia. Mr. Pisarski said Ms. Ficcaglia's seat was now open and it would need to be filled.

Ms. Jester said the Millville Army Air Field Museum was now gearing up for their 20<sup>th</sup> annual Veteran's Appreciation Day and would be commemorating the 80<sup>th</sup> anniversary of the Millville Army Air Field. She explained the speaker for their event would be a World War II P-47 pilot named Charles "Ozzy" Osbourne. It was a free event open to both the public and the Departmental Outreach team. Ms. Jester explained they were still winding up particulars from the Air Show, would be doing another quarterly movie night, and were completely sold out on their 50/50 fundraiser. Ms. Jester stated a movie scene was shot at the Air Field for a movie called Sparkle and they hoped to host a movie night once it was released.

Ms. Longo explained The Cumberland Mall would be hosting a home show that upcoming weekend and Home Goods was still under-construction for a February 2022 opening. Ms. Longo stated their new jewelry store, Cleopatra Jewelers was delayed because of difficulties attaining clasps for their display cases.

### **Adjourn**

Ms. Timberman explained the next T.A.C. meeting was scheduled for November 9, 2021. A motion was made to adjourn the October 12, 2021 Cumberland County Tourism Advisory Council meeting by Ms. Longo. It was seconded by Ms. Lods and passed unanimously by the Council. Mr. Pisarski thanked the Council and attendees for their participation.