

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, September 9, 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: Lynn Timberman Donna Longo
 Lisa Jester Marianne Lods

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 – August 9, 2022

Ms. Timberman thanked everyone for their attendance and asked for an inaugural motion to approve the August 9, 2022, meeting minutes notes. A motion was made by Ms. Longo, seconded by Ms. Lods, and passed unanimously by the Council to approve the August 9, 2022, Tourism Advisory Council meeting minutes notes.

2022 Hospitality Submarket Report (CoStar)

Mr. Pisarski explained every quarter or so, he intended to provide the Council with a report from CoStar containing tourism and hospitality figures. He directed everyone's attention to Page 4, which was the Supply & Demand Change, noting that demand had sky-rocketed in recent months. Mr. Pisarski said demand had gone down in 2022 but was still above supply. Mr. Pisarski added this indicated lodging remained to still be an issue within the region. Representatives on behalf of most of the municipalities felt as though there was not sufficient lodging within Cumberland County to accommodate all the programming.

Update On Specialty Crop Grant

Mr. Pisarski said the Specialty Crop Grant graphics were completed, had the acknowledgement on them, and were being 100% completely funded through grant funding

through the US Department of Agriculture (USDA) and New Jersey Division of Travel & Tourism. Mr. Pisarski explained the next steps would include he and Mr. Williams meeting with Sue Kline at Town Square Media later in the week. They would together be scheduling out the digital campaign and would reach out to Clear Channel Outdoor for a quote on 12 bulletin-size billboards.

Mr. Williams said photographer Craig Terry had four more scheduled dates for additional shoots on-location throughout the County. Mr. Pisarski stated this year, they were promoting the Glasstown Arts District Farmer's Market and hoped there would be more than one farm market to promote in 2023. If so, they would all be promoted and would look to increase the County-wide farm market programming even further in 2024. Ms. Longo offered using the Cumberland Mall as a location to help re-launch the Vineland Farm Market, as well. Potential locations were discussed throughout and around the Mall area complex.

Budget Review

Mr. Pisarski said everyone in attendance was handed a copy of the 2022 Cumberland County Tourism Advisory Council Budget - As of 9/13/22. He explained Cape May County had said the Southern Shore Region Destination Marketing Organization (DMO) Grant was now requiring final reporting. Mr. Pisarski stated DMO reporting had typically run on a calendar year but were now asking for final reporting as of August 2022. He explained TAC had to encumber all unspent funds in preparation for the final reporting. Mr. Pisarski said the budget showed that encumbrance along with a balance of \$0.

Mr. Pisarski wanted to walk through what TAC had already committed to Craig Terry's ongoing photography efforts, the upcoming digital marketing campaign with Sue Kline, social media boosting (covered through a Departmental line item,) the Social Media Strategic Plan with Renati Solutions, the Explore brochure re-design and re-print with Mike Lacey, the billboard campaign with Clear Channel, and the website re-design with Joyce Media. Mr. Pisarski said, in total, \$13,500.00 were provided in sponsorships thought 2022.

Filming In Cumberland County Update

As far as actual films, Mr. Williams said there were currently no new projects. Although, he did want to follow-up with the conversation from last time about the South Jersey Film Commission (SJFC;) Mr. Williams had recently spoken with Kerry Richards from Camden County/South Jersey Film Commission. Later in the week, they would be having a meeting between Gloucester & Camden Counties (the SJFC) to help solidify the bylaws and talk about a cost-share for counties looking to join, as well. Mr. Williams mentioned one of the major obstacles for visiting film scouts/directors was that Cumberland did not have a major film studio. There were two major film houses looking for 300 and 110 acres in Cumberland and Mr. Williams had sent their information to Kim Ayres at The Authority. Multiple vacant and potential locations were mentioned by Council members.

Departmental Updates

Mr. Pisarski stated he wanted to go over some additional comments that came through the municipal outreach through Clark Caton Hintz. Mr. Pisarski said the general feeling from the municipalities was that they were actively working to increase their recreational opportunities in various ways. All of them were working on new recreational opportunities and their collective feeling towards the County Fairgrounds was that it was a great resource for larger events that could not be accommodated at the municipal level. Across the board, he said the municipalities had lodging concerns, as well as public transportation concerns.

Additional responses from potential vendors who would utilize Fairgrounds space to determine their needs from a County-wide perspective would be presented next. Mr. Pisarski said the project deadline was end of calendar year, but could be extended in 2023, if needed. Ms. Longo suggested hosting a FAM (familiarization) tour for scouts and filmmakers. Mr. Pisarski said two larger projects to come through the office were Lavonne, a meat processing facility of 134,000 square acres and 300,000+/- square foot warehouse coming on Garden Road going west on the southside.

Tourism Advisory Council Member Updates

Ms. Lods said the final farm market of the year would be held on Saturday, September 24th, as well as their Plein Air art competition. It was being held in conjunction with the County Cultural & Heritage Commission and 15 artists were currently signed up, but more were expected to register last-minute. Ms. Lods said WheatonArts' Festival of Fine Craft would be held on October 1st and 2nd and the Lighthouse Challenge was being held in October, as well.

Ms. Jester said three different directors had visited the Millville Army Air Field Museum (M.A.A.F.M.) One named Indian seemed very interested and love the capabilities of the film crew being able to fly in and out of the Airport. Ms. Jester said their quarterly Movie Night would be held that night with WWII veteran John Quinesso, Sr. acting as their speaker. Their 50/50 Fundraiser would be held on the first Wednesday in November. Ms. Jester said the United States Army Government had granted them access to acquire a 1960's era tank. It was recently acquired with help from local businesses Garton's Rigging and Northeast Precast.

Mr. Williams gave an update on behalf of absent member Nancy Patterson-Tidy: East Point Lighthouse recently had a really great article featured within the Daily Journal. The gift shop cottage received a donation to re-do its leaky roof and the Butterfly Festival would be held that upcoming Saturday & Sunday from 11-4:00p.m. Mr. Williams added Craig Terry would be in attendance to take photography of both the Butterfly Festival and Lighthouse itself.

Ms. Timberman said the Cohanzick Zoo's Harvest Festival would be held on October 15th in lieu of Boo! At The Zoo. They had a Zoo meeting scheduled for the following night and Ms. Timberman stated she would have more to report at next month's meeting. Mr. Pisarski said Craig Terry was at the Zoo and had new photos, which he would send over to her.

Adjourn

Ms. Timberman said the next Tourism Advisory Council meeting would be held on October 15th at 3:00p.m. She politely asked for one final motion: a motion to adjourn the September 13, 2022, Cumberland County Tourism Advisory Council meeting was made by Ms. Jester, seconded by Ms. Lods, and passed by the Council.