

# CUMBERLAND COUNTY TOURISM ADVISORY COUNCIL

August 11, 2020

## Meeting Minute Notes

A meeting of the Cumberland County Tourism Advisory Council (CCTAC) was held on Tuesday, August 11, 2020 via Microsoft Teams and/or Teleconference. Mr. DeLuca called the meeting to order at 3pm and welcomed everyone.

### 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:**

Kim Gauntt	Joe DeLuca
Lynn Timberman	Lisa Jester
Donna Longo	Freeholder Barber

**Guest:** Matthew Pisarski, Cumberland County Cultural & Heritage Commission  
Omarey Williams, Cumberland County Planning Dept.  
Joe Zaccaria, Cumberland County Planning Dept.

#### **Approval of Minutes**

#### **Tourism/Recreation Updates – Kim Gauntt**

##### **Social Distancing Campaign**

Ms. Gauntt updated everyone on our Digital promotion with Townsquare Media and our billboard promotion with Outfront Media.

##### **ESRI Story Map – Joe Zaccaria**

Mr. Zaccaria is working on a storyboard that will pinpoint outdoor areas, museums and restaurants etc. The outdoor areas will have GPS addresses. The program will be user friendly.

##### **Southern New Jersey Vacationer**

Ms. Gauntt said she has boxes of the Vacationer, please let her know if you would like a box. Mr. Williams and Mr. Zaccaria will be delivering to hotels/motels. A suggestion was made to take some to Salem & Gloucester counties.

##### **Planning/Cultural & Heritage/Fairgrounds Update – Matthew Pisarski**

Mr. Pisarski commented that 11 grantees applied for the stabilization grant, \$21,300 has been award. The 2021 regrant application was released. No programming is being held at the fairgrounds.

### **Freeholder Comments**

Freeholder commented that it was sad to see so many events canceled.

### **Around the Table Discussion**

Mr. DeLuca said the Hall of Fame has remained closed.

Ms. Timberman said the zoo is open and the waterwheel is getting a new pump.

Ms. Jester they will hold their 9<sup>th</sup> annual golf tournament on September 18. They are holding a 50/50 fundraiser. The museum is encouraging visitors to bike and visit murals.

Ms. Longo said outdoor sitting has been added for dining. All mall events have been canceled.

Ms. Gauntt said the next meeting will be September 8<sup>th</sup>.

### **Adjournment**

A motion to adjourn the meeting was made by Ms. Timberman. The motion was seconded by Ms. Jester.