

CUMBERLAND COUNTY TOURISM ADVISORY COUNCIL

February 9, 2021

Meeting Minute Notes

A meeting of the Cumberland County Tourism Advisory Council (CCTAC) was held on Tuesday, February 9, 2021 via Microsoft Teams and/or Teleconference.

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:

Joe DeLuca	Kim Gauntt
Donna Longo	Lynn Timberman
Lisa Jester	Brad Scott
Maryann Lods	Commissioner Barber

Guest: Matthew Pisarski, Cumberland County Cultural & Heritage Commission
Omarey Williams, Shared Services Coordinator

Approval of Minutes

A motion was made to approve the minutes from November 10, 2020 by Ms. Lods. The motion was seconded by Ms. Timberman and passed unanimously. Mr. DeLuca abstained.

Proposed 2021 Operating Budget

Ms. Gauntt presented the proposed 2021 operating budget. Ms. Lods asked why there are zeros in some locations. Ms. Gauntt said the council has to decide what they would like to spend the funds on. It was suggested doing another digital campaign. Council members would like to save funds for later in the year when organizations start opening and having events. Ms. Longo asked if Southern Shore has other avenues that we could partner with. Commissioner Barber would like to partner with the Health Department and advertise on their website. Ms. Timberman asked if anyone has sent Ms. Gauntt advertising specials, no one has sent in any specials. Commissioner Barber suggested asking Gerry Seneski if there is any CARES funding that can be used for reopening expenses.

2021 Slate of Officers and Nominations

Ms. Timberman and Ms. Lods recommended Mr. DeLuca stay as chair for one more year until council can meet in person. Mr. Pisarski said a vice chair needs to be nominated. Ms. Timberman volunteered to be vice chair. A motion was made to approve Mr. DeLuca as chair and Ms. Timberman vice chair by Ms. Longo. The motion was seconded by Ms. Lods and passed unanimously.

2021 SSRDMO Grant

Council members have a copy of the grant in their packet. 15 organizations received the grant in 2020 and only five applied. Mr. Pisarski said the application will be added to web pages and social media.

2021 Tourism Campaign Discussion

Discussed previously.

Board of Agriculture Partnership Request – Aquaculture

Mr. Pisarski spoke to Shirley Kline with the Cumberland County Board of Agriculture, Ms. Kline would like to partner with tourism on a marketing campaign. Ms. Kline would like to promote aquaculture products produced in Cumberland County. Ms. Lods suggested using the slogan “Farm to Table” or something similar.

Brochure Revamp – Farmer’s Markets/Wineries

Ms. Gauntt and Mr. Williams are working together to create new brochures. Two examples were shown of what is being worked on, farm markets and wineries. Ms. Lods said there is a new distillery called Mission Spirits. Please get ideas and suggests to Mr. Williams or Ms. Gauntt.

Annual Report – March Meeting

2020 annual report will be available at the March meeting.

Department Updates – Matthew Pisarski

Mr. Pisarski said the planning department is working on an analysis of the New Jersey Transit bus routes. Planning Board has received multiple major subdivision applications for 2021.

County Commissioner Updates

Commissioner Barber commented that both Commissioner meetings will be action meetings. At the next Commissioner meeting Jerry Velazquez and Kim Ayers will be presenting Cumberland County Improvement Authority’s Economic Development 10 year strategic plan.

Advisory Council Members Updates

Ms. Lods said \$50,000 in gift cards were sold over the holiday season for business in downtown Millville. Ms. Lods submitted a grant for a Christmas in July event.

Ms. Jester commented the Air Show will take place Labor Day weekend.

Ms. Longo said the mall is out of bankruptcy. Philly Pretzel is coming to the mall.

Ms. Scott informed the council that the Motorsports Park is scheduled. Larger events are going too be held at the end of the year hoping the state allows a larger attendance. A community solar project is being worked on. Mr. Scott has offered billboard space to the council.

Ms. Timberman said check out the website and social media pages for the zoo, pictures and videos have be posted.

Mr. DeLuca said tours are available by appointment for the Hall of Fame building. The museums in Greenwich are closed until April. Mr. Pisarski is helping Mayor Reinhart with the New Jersey Historic Trust grant for the Old Stone School House.

Adjourn

A motion was made to adjourn the meeting by Ms. Lods. The motion was seconded by Ms. Timberman and passed unanimously.