

CUMBERLAND COUNTY TOURISM ADVISORY COUNCIL

June 11, 2019

Meeting Minute Notes

A meeting of the Cumberland County Tourism Advisory Council (CCTAC) was held on Tuesday, June 11, 2019 in the freeholder conference room in Bridgeton, NJ. 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
Leslie Ficcaglia	Lynn Timberman
Lisa Jester	Maryann Lods

Guest:

Matthew Pisarski, Cumberland County Cultural & Heritage Commission

Approval of Minutes

A motion was made to approve the minutes from April 9, 2019 by Ms. Lods. The motion was seconded by Ms. Ficcaglia and passed unanimously.

SSRDMO Marketing Grants to date

Ms. Gauntt has given out five mini grants. The mini grants will be available until July. The mural brochure was done with grant funds.

Attended Events

Ms. Gauntt attended several events in May.

Upcoming Events

Ms. Gauntt listed several events that will be coming up over the summer.

Marketing/Advertising for Summer/Fall

Cumberland County put two ads in the Vacationer. Ms. Jester asked about the Millville Army Air Field ad, Ms. Gauntt will check with Cape May and asked if it was over looked. Ms. Gauntt will be publishing fall events in the newspaper. After the fall events holiday events will be printed.

Cultural & Heritage Report – Matt Pisarski

A traveling exhibit featuring Jenson Cheng's multimedia artworks will be in Millville, Bridgeton and Hammonton. The Commission is funding a mural that will be located in Vineland at the Boulevards and Landis Ave. Mr. Pisarski asked for suggestions for a location

that a mural could be placed. Mr. Pisarski suggested the cinder block wall on the Prehistoric Museum in Greenwich. Ms. Lods said they would be doing mini murals on the edges of buildings. Ms. Timberman suggested doing a mural on the bathroom wall at the Zoo.

Around the Table Discussion

Mr. DeLuca said the historical society is having a trivia night at the Glasstown Brewery. Mr. Pisarski asked about the fundraising efforts for the new museum, Mr. DeLuca commented that they have not started yet.

Ms. Jester said they are collaborating with other museums with sharing information, brochures etc. Movie night will take place this evening June 11. At the end of August the Collins Foundation will be at the airport. An airshow will take place in 2020.

Ms. Timberman said different organizations have been helping with the clean-up of the zoo. A successful dance fundraiser was held at Centerton. New animal signage is being done. Kids camp is about to start.

Ms. Lods commented that art camp will start July 8. The Millville Development Corp. is partnering with the City of Millville on more events. The Riverfront Renaissance Center for the Arts annual fundraiser is sold out. Ms. Lods does a radio piece on SNJ Today called "In Your Backyard". A farm market will be at the Village on High on fourth Saturdays.

Ms. Ficaglia said the Purple Martin Festival will be August 16 – 19.

Mr. Pisarski said the Planning and Tourism Department was approached by Commercial Township and the Bayshore Center regarding an Oyster Festival in Port Norris during the fall of 2020. Mr. Pisarski said the county is working to make improvements to the fairgrounds.

Adjourn

A motion was made to adjourn the meeting by Mr. DeLuca. The motion was seconded by Ms. Jester and passed unanimously.