

CUMBERLAND COUNTY TOURISM ADVISORY COUNCIL

June 23, 2020

Meeting Minute Notes

A meeting of the Cumberland County Tourism Advisory Council (CCTAC) was held on Tuesday, June 23, 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
Freeholder Barber	

Guest: Matthew Pisarski, Cumberland County Cultural & Heritage Commission
O'marey Williams

Mr. Pisarski welcomed everyone and commented that the meeting was being recorded.

Tourism/Recreation Updates – Kim Gauntt

Due to COVID 19, activities and most areas have been shut down. Ms. Gauntt gave an update as of June 12 on tourism and recreational activities and facilities in the county. The City of Bridgeton has closed all athletic fields and parks. There will be no Fourth of July activities. Lifeguards are needed at Sunset Lake. A new dog park is open at the old Swedish Farmstead. The zoo and picnic areas will open in July. No traveling tournaments will take place. Sunday night concerts will happen at the Riverfront.

City of Vineland and Millville have similar updates recreational areas are closed. They will have fireworks on the fourth. Small businesses in Millville applied for PPP funding. Museums will open in the next phase. The Motorsports Park is open. Stores with outside entrances can open. The fair has been canceled this year. Ms. Gauntt would like to reschedule the kids fishing derby. Ms. Gauntt emailed the hotels/motels, Tower Hospitality was the only one to respond.

SSRDMO Updates

Ms. Gauntt said marketing grants are available until July 1, Cumberland County Historical Society, Cohanzick Zoo, All Sports Museum of Southern NJ, Millville Army Airfield Museum and Millville Development Corp. has applied. Ads have been placed in the Vacationer and AAA World. Ms. Gauntt and Castano Publicity handle marketing on Facebook and Instagram.

New Marketing Campaign

With COVID 19 and social distancing there will be a new marketing campaign highlighting outdoor sites in the county. Members have in their packet an article regarding Philadelphia pushing their outdoor sites. Mr. Pisarski said it would be a two-phase campaign the campaign would be specific on locations. The campaign will start immediately.

Freeholder Barber asked about recreation opportunities for kids, Ms. Gauntt said athletic leagues could request funds for equipment, maintenance etc. Freeholder Barber requested information be given to youth organizations about funding. Ms. Timberman said the zoo is offering virtual zoo camp and craft kits.

Planning/Cultural & Heritage/Cumberland County Fairgrounds Update – Director Matthew Pisarski

Mr. Pisarski commented that the Cultural & Heritage Commission have funds that need to be reallocated because of events being canceled. The Commission was granted \$9,400 in CARES Act Funding. Events that were to be held at the fairgrounds are being either rescheduled for 2021 or canceled.

Ms. Gauntt said council members received the Economic Impact of Tourism in New Jersey for 2019. Cumberland's numbers were slightly higher from 2018. Projected numbers state wide are not supposed to rise again until 2022. Freeholder Barber said at the Economic Development meeting it was discussed how COVID affected the tourism industry in Cumberland County virus the shore towns. Mr. Pisarski said the areas of concern are Wheaton Arts and Levoy Theater. Mr. Pisarski said an internal assessment needs to be done of organizations that are going to be heavily impacted and can the county assist in anyway.

Around the Table Discussion

Ms. Jester said the museum was approved for PPP funding and they received a grant from New Jersey Council on the Humanities. The airshow is rescheduled for 2021. They hosted a successful virtual movie night. The museum is partnering with Millville High School on a virtual summer program. They will be holding their 9th annual golf event on September 18. The museum is putting reopening guidelines in place.

Ms. Timberman commented that the zoo canceled their fall golf tournament. The water wheel has been fixed and it is up and running. The majority of zoo projects have been put on hold.

Mr. DeLuca said the Cumberland County Historical Society has operating procedures in place for reopening. They have not determined if they will hold the craft fair. Potters Tavern will be open for virtual tours.

Mr. DeLuca said the next meeting is scheduled for September 8, Mr. Pisarski and Ms. Gauntt said with so many changes and things changing everyday monthly meetings need to be scheduled.

Adjournment

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