

CUMBERLAND COUNTY TOURISM ADVISORY COUNCIL

Meeting Minutes Notes

A meeting of the Cumberland County Tourism Advisory Council (CCTAC) was held on Tuesday, June 8, 2021, via Microsoft Teams and/or teleconference call.

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 Donna Longo
Lynn Timberman Lisa Jester

Guests: Omarey Williams, Shared Services Coordinator

Approval of Minutes

A motion was made to approve the minutes from May 18, 2021 by Lynn Timberman. The motion was seconded by Lisa Jester and passed unanimously by the Council.

Marketing Campaign

Kim Gauntt made mention of an ongoing marketing campaign for both Bay to Table & Farm to Table. Ms. Gauntt shared it was still being worked on internally, but she had included copies of both ads within the meeting packet: a billboard to be installed at the New Jersey Motorsports Park (NJMP) as well as the Bay to Table & Farm to Table ads, the latter two which were still being worked on and fine-tuned.

Townsquare Media – Event Targeting for Advertising

Ms. Gauntt shared Sue Kline from Townsquare Media had been calling her recently and expressed she wanted to do digital ads, like the ones done the previous year, using geotargeting. Ms. Gauntt made mention of materials within the meeting packet she had received from Ms. Kline. Ms. Gauntt said they would have to wait and see what would be done regarding this matter, as Mr. Pisarski would have final approval. Ms. Gauntt recalled there were targeted results and would provide it to the Council for next month's meeting. It was stated Council members liked the look of the campaign images and NJPM billboard. Ms. Gauntt shared the cost for this image to be printed on vinyl and installed was \$875.00. Ms. Gauntt added the NJMP would not be charging the Council any additional costs to have it installed. Joe DeLuca commended Ms. Gauntt for a job well done.

Vacationer Magazines

Ms. Gauntt shared she had received the Vacationer Magazines within the last week. Ms. Gauntt and staff would be coming out to physically deliver the Vacationer to the Cumberland Mall, hotels, motels, The Millville Army Air Field Museum (MAAFM,) etc. throughout the County.

SSRDMO Digital Campaign Focusing On Cumberland

Ms. Gauntt mentioned Southern Shore Region DMO (SSRDMO) were going to do a digital campaign focusing just on Cumberland County. Ms. Gauntt stated her contact there, Debbie, had sent her a very nondescript email stating she had spoken with Ms. Jester, as well as Donna Vertolli. Ms. Gauntt explained said digital campaign was currently running and focused on The Levoy Theatre and Debbie wanted to do campaigns on WheatonArts & The Cohanzick Zoo.

Upcoming Events

Ms. Gauntt shared upcoming events would include the Philadelphia Flower Show (running from June 5-13th.) Ms. Gauntt & Jennifer Morgan had recently delivered an assortment of their departmental brochures, as well as Ms. Jester's flyers for the Millville Wheels & Wings Airshow. Ms. Gauntt said Mackie from Cape May County would take down all of their informational brochures and disperse them to the attendees from their booth.

Omarey Williams shared details regarding the Cumberland County On Canvas event, which was being re-launched. Mr. Williams explained this competition would be open to any artist, who did not have to be residents of Cumberland County, but their art did have to feature a scene from within the County. Mr. Williams stated it would be open up to everyone 16 years of age or older with submitted pieces due by July 10th from 11:00a.m. to 4:00p.m. Mr. Williams said the top three winners' pieces would be purchased by the County for \$700.00, \$500.00, and \$300.00 for First, Second, and Third places, respectively. These pieces would help re-stock the County's art collection and will be displayed throughout County-owned buildings. Mr. Williams added on Third Friday, Friday, July 16th, there would be an Opening Reception & Award Ceremony and would be on display at the Millville Riverfront Renaissance Center for The Arts (RRCA) for about a month and a half.

Cultural & Heritage Updates – Omarey Williams

Mr. Williams stated the Cultural & Heritage Commission were happy to be working together with the Recreation Commission on the Cumberland County On Canvas event. Additionally, they were working on a new Long-Term Plan with a consultant to help guide them on the next three to four years moving forward. Mr. Williams shared the Commission had given support to a Juneteenth event, being its first year recognized as a State holiday. It would be held one day after Juneteenth, June 19th at Landis Park in Vineland and festivities/educational elements will start at 12 noon and go into the evening.

Tourism Advisory Member Updates

Ms. Gauntt explained Mr. Pisarski was currently working on an assortment of grants. Ms. Gauntt mentioned a DCA Grant, she believed for \$500,000.00, as well as a Specialty Crop Block Grant to be used for the Bay/Farm to Table marketing campaigns. Ms. Gauntt stated Mr. Pisarski was working on another grant to help update the Fairgrounds, including the bathrooms, midway, and electrical components, as well as nearby trails.

Ms. Longo shared the Cumberland Mall had a fulfillment center open within the former Burlington Coat Factory fulfilling orders for Wish, Wal-mart, and Amazon. Ms. Longo mentioned Home Goods were currently in for permitting, Joseph Jacob Jewelers opened in the former Littman Jewelers space, and another new jeweler, Cupid, would be opening closer to the fourth quarter. Ms. Longo mentioned the Regal Cinemas had re-opened, as well.

Ms. Jester shared a poster for the upcoming Millville Wheels & Wings Airshow 2021. Ms. Jester said a much larger poster was sent to Ms. Gauntt, along with 10,000 flyers, to go to the Philadelphia Flower Show. Ms. Jester wanted to stress to all of the Council members present that because their Airshow had not happened since 2017, so this year's event was huge for both Cumberland and surrounding counties, as well. She explained it was an opportunity for everyone to take advantage of possibly 20,000 spectators coming into Millville. Ms. Jester added they would be staying overnight, shopping, eating, visiting various sites, etc. Ms. Jester offered anyone interested in promoting their business could have existing banners displayed across one of their gates. Ms. Jester stated she could be happy to have Airshow brochures and flyers delivered for disbursement throughout the County, as well. This year's Airshow would be taking place Labor Day Weekend, Saturday & Sunday, September 4-5th from 9:00a.m. to 5:00p.m. with tickets already live and an official website coming soon. Ms. Jester added the first Airshow Community Meeting would be held on June 23rd at 9:00a.m.

Ms. Timberman stated the Cohanzick Zoo was currently going through a bit of re-organization with their long-time curator leaving. Ms. Timberman added there would be a Zoo meeting held the following day and they were trying to re-do their Bylaws for a Society started prior to COVID-19. Ms. Timberman shared the Zoo lost one of their long-time animals, a coati, and a serval was currently being treated, as well. Ms. Timberman added she thought change was good and was optimistic everything would work itself out. Ms. Timberman hoped she would be able to share more information at next month's meeting.

Mr. DeLuca explained the All Sports Museum of Southern New Jersey was now open Thursdays, Fridays, and Saturdays, as well as the museums located in Greenwich. Mr. DeLuca suggested to check the various hours and days of operation simply go to their corresponding websites.

Adjourn

A motion was made to adjourn the June 8, 2021 Cumberland County Tourism Advisory Council meeting by Ms. Timberman. The motion was seconded by Ms. Longo and passed unanimously by the Council.