

# CUMBERLAND COUNTY TOURISM ADVISORY COUNCIL

## Meeting Minutes Notes

A meeting of the Cumberland County Tourism Advisory Council (C.C.T.A.C.) was held on Tuesday, June 14, 2022, in a hybrid format with availability both in-person and virtually.

### 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:** Lynn Timberman                      Donna Longo  
Justin Kamm                                      Marianne Lods  
Nancy Patterson Tidy

**Guests:** Commissioner Donna Pearson, Deputy Director  
Commissioner Doug Albrecht, Commissioner Alternate  
Omarey Williams, Shared Services Coordinator  
Matt Pisarski, Planning Department Director/Head  
Matt Horowitz, Recording Secretary  
Wanda Riviera, Confidential Assistant  
Paul Ritter, Mayor of Hopewell Township

### Approval of Minutes – May 10, 2022

Lynn Timberman asked for an inaugural motion to approve the May 10, 2022, meeting minutes and added she would be abstaining. Marianne Lods made one correction for clarity's sake. A motion was made by Ms. Lods seconded by Donna Longo and passed unanimously by the Council to approve the minutes from the May 10, 2022, meeting, as corrected.

### S.S.R.D.M.O. Marketing Grant Requests

Mr. Williams explained the first Marketing Grant Request was from the Vineland African American Community Development Corporation (VAACDC,) whose request would go towards direct-marketing opportunities. Mr. Williams said the VAACDC was requesting \$1,500.00. He explained they were a Vineland organization that dealt primarily with the African American community, as well as Latino community members, and does the annual Martin Luther King, Jr. Scholarship Breakfast. Mr. Pisarski added because they did not have an "anchor" facility, such as East Point Lighthouse or The Levoy, the Council would require an end-of-year report with some sort of evidence of our-of-County attendees. Commissioner Doug Albrecht said the VAACDC was currently looking for a new "anchor" location. A motion to approve the Vineland African American Community Development Corporation's

SSRDMO Marketing Grant Request was made by Ms. Longo, seconded by Ms. Lods, and passed unanimously by the Council.

Ms. Timberman added the Maurice River Historical Society (East Point Lighthouse) had, also, put in a Marketing Grant Request, as well. A motion to approve the Maurice River Historical Society (East Point Lighthouse)'s SSRDMO Marketing Grant Request was made by Ms. Lods, seconded by Ms. Longo, and passed unanimously by the Council. Nancy Patterson Tidy recused herself from this vote.

### **Vacationer Magazine**

Mr. Williams said he would bring a handful of Vacationer Southern New Jersey magazines to the next Tourism Advisory Council meeting. Mr. Williams said most of the Council members had likely already seen the new Vacationer. He thanked Mr. Pisarski for the updated changes and added information to help make the County more of a prominent focus within the magazine. Mr. Pisarski thanked The Cumberland Mall for purchasing a full-page ad. Mr. Pisarski said next year, staff planned to select two or three "anchor" institutions to encourage to do half-page or full-page ads of their own. He added staff would select four new institutions to focus on for an ad similar to the wineries, distillery, and breweries ad.

### **Marketing Opportunity: Team Yearbook – NY Jets, Giants & Philadelphia Eagles**

Mr. Williams explained he included information on the Jets, Giants & Eagles' team yearbooks. He said he included it to show the Council a variety of the advertising options that were out there and to, maybe, entertain it for 2023 with additional grant funds. Mr. Pisarski had mentioned they discussed at a Recreation Commission meeting about trying to attract sports trophy award ceremonies and traveling league tournaments to the area. Mr. Pisarski suggested to keep it as an active goal for within the next 12-24 months. Ms. Longo suggested asking for an introductory rate, as well. It was suggested to resurrect the Triathlon in the County. Mr. Pisarski said he would mention it to Andre Rivera, who organizes 5K's.

### **Marketing Opportunity Follow-up: EffecTV (Comcast)**

Mr. Williams said he had recently spoken to Ray Calkin at Comcast/EffecTV, who had initially quoted a price tag of \$53,400.00. Mr. Calkin's new reduced prices included \$31,200.00, \$23,580.00, \$16,100.00, and \$12,500.00. Following a brief period of discussion amongst the Council and staff, it was decided to politely tell Ray at Comcast/EffecTV, "thanks, but no thanks." It was decided to better invest such funds into a bit more "sophisticated" social media and streaming services-based marketing. Multiple names of such vendors were suggested, which Messrs. Williams Pisarski said they would investigate.

### **Filming In Cumberland County Update**

Mr. Pisarski explained he was planning to have a printed report completed to present to the Council but got very busy and did not have anything to present yet this month. He said staff had met with a new film scout at the County Fairgrounds about an alien movie. Council

members suggested local wineries, as well as the “spaceship” at The Bait Box. Mr. Pisarski stated he hoped to have a full filming report and status update sheet for next month’s meeting. Commissioner Doug Albrecht mentioned there was a film production set company planning to open up soon in Millville. Mr. Pisarski said he could put together a “fan” tour for scouts. Mr. Pisarski added he still had to figure out various elements of potentially joining both the New Jersey & South Jersey Film Commissions. Mr. Williams said he would get the Council information on Bill Horin’s first annual CUT Film Festival (to be held in October 2022) partly funded by the Cultural & Heritage Commission for next month’s meeting. Mr. Pisarski mentioned the Jewish/International Film Festival would be held in October, as well. Ms. Longo mentioned organizations still had to submit their photos for the database.

### **Departmental Updates**

Mr. Pisarski explained staff had had their initial meeting with Clarke Caton Hintz regarding both the Fairgrounds & Recreation Master Plans. For next month’s Tourism & Recreation meetings, he would supply a full update on what had been completed to date. Mr. Pisarski said a preliminary environmental assessment had been done at the Fairgrounds property, as well as building/structural assessment of the structures on-site. He requested a report to present to both Tourism & Recreation for their July meetings for presentation and feedback.

### **County Commissioner Updates**

Commissioner Albrecht suggested urging filmmakers to show their films at The Levoy & Landis Theatres for their opening nights/premieres. He suggested giving filmmakers an avenue and a place to start, asking them to bring in 100-200 people, and hoping the patrons would dine at local restaurants afterwards. Commissioner Donna Pearson thanked the Council and Departmental staff for their continued hard work on behalf of the County.

### **Tourism Advisory Council Member Updates**

Ms. Patterson Tidy said East Point Lighthouse was open every weekend on both Saturday & Sunday from 11-4:00p.m. through the summer. She explained Bay Day was their last big outdoor event for the season. Ms. Patterson Tidy said the annual Lighthouse Challenge of New Jersey was scheduled for the third weekend in October. Mr. Pisarski said staff would promote the Lighthouse Challenge and pass out informational cards at any upcoming events.

Ms. Patterson Tidy suggested the Council buying some additional spinning display racks for some of the smaller organizations throughout the County. Mr. Pisarski said staff would look into pricing for such display racks and present it to the Council the following month. Ms. Patterson Tidy suggested one single rack card with all of the biking/hiking trails for visitors. Mr. Pisarski said he would start having staff work on such a trail map for a rack card.

Ms. Longo said on July 9, 2022, The Cumberland Mall would be hosting Superhero Saturday coinciding with the release of “Thor: Love & Thunder”, which would be combined with local heroes in attendance, as well. She said two news stores would be opening at the Mall in July,

a furniture store and collectable sneaker store. Mr. Pisarski said staff would be in attendance at the Mall for Superhero Saturday.

Ms. Lods said the Mural Art Tour for Millville project was now completed and available online at GlasstownArtsDistrict.com. She showed the Council how to find the Mural Art Tour on the corresponding website. Ms. Lods asked if eagle Festival would be held early next year. Mr. Pisarski said, “yes,” staff planned to, unless COVID-19 got worse again.

Ms. Timberman stated the Cohanzick Zoo’s Kids Fest was recently held on June 4, 2022 and was a great success. The Zoo was taking precautions to protect their animals, as well as patrons, from Avian Flu. She recently had a breakfast meeting with Mr. Pisarski, who suggested ways they might be able to help each other moving forward. Boo at The Zoo was scheduled to be held for October 15, 2022, and Zoo Camp would be starting shortly. Mr. Pisarski suggested revamping the Festival of Lights wintertime/holiday event at the Zoo.

**Public Comment**

Hopewell Township Mayor Paul Ritter (in attendance virtually) wanted to remind everyone Hopewell Day would be celebrated on October 1, 2022, being the first time it would be held since the start of the Pandemic. Mayor Ritter expected a big crowd and asked that the County, please, put the event on their calendars and promotional pages. He said 2023 would be the 275<sup>th</sup> anniversary of Hopewell Township and an event would be held of September 30, 2023. Mayor Ritter said more details on this upcoming event would soon follow. He said Hopewell’s new Barrett’s Run Park might be something to promote for County Tourism. Mayor Ritter invited the Council members and County Commissioners to come check it out.

**Adjourn**

Ms. Timberman asked for one final motion: a motion to adjourn the June 14, 2022, Cumberland County Tourism Advisory Council meeting was made by Ms. Longo, seconded by Ms. Patterson Tidy, and passed by the Council. Ms. Timberman explained, in closing, the Council’s next meeting would be held July 12, 2022, at 3:00p.m at The Authority.