

# CUMBERLAND COUNTY TOURISM ADVISORY COUNCIL

March 9, 2021

## Meeting Minute Notes

A meeting of the Cumberland County Tourism Advisory Council (CCTAC) was held on Tuesday, March 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	Commissioner Quinn
Maryann Lods	Commissioner Barber

**Guest:** Matthew Pisarski, Cumberland County Cultural & Heritage Commission  
Justin Kamm, NJMP

#### Approval of Minutes

A motion was made to approve the minutes from February 9, 2021 by Ms. Timberman. The motion was seconded by Ms. Lods and passed unanimously.

#### 2020 Annual Report – Draft

Ms. Gauntt explained what was in the annual report. Mr. Pisarski pulled the report up for everyone to see. Members were pleased with the report.

#### National Scenic Byway Designation for Bayshore and Pinelands Byways

Mr. Pisarski said Citizens United of Maurice River lead an effort to list the Bayshore Heritage Byway as an All American Road. It did not make the All American Road cut but it did meet the criteria necessary to be designated as National Scenic Byway. The Pinelands Byway was also listed. With Bayshore and Pinelands Byways making onto the national list it opens them up to receive grants on a federal level.

#### 2021 SSRDMO Grant

Ms. Gauntt will resend out the grant. Mr. Pisarski send the grant will be promoted on social media and a press release will be done.

#### 2021 Tourism Campaign Discussion – NJDA Specialty Crop Block Grant Board of Agriculture/Economic Development

At last month's meeting it was discussed to partner with the Board of Agriculture to do a spring marketing campaign. The New Jersey Department of Agriculture was contacted to see

if there was a Jersey Fresh grant available. They informed Mr. Pisarski that Jersey Fresh grants were not available but the state suggested looking into a Specialty Crop Block grant. The in packet is a list of crops that can be marketed through the grant. The grant that could be awarded is \$10,000 - \$50,000. Mr. Pisarski stated there are other grants that are also available. Organic farms are included on the list. Mr. Pisarski commented that if we received the grant we would work with the Board of Agriculture and Rutgers Extension Center to identify farms in the county that produce the crops on the list.

### **FY2022 Cooperative Marketing Grant**

A copy of the grant is in everyone's packet. If the county applies for the grant directly it would remove us from receiving the Southern Shore DMO grant. Other entities can apply for the grant.

### **Down Jersey article by Jane Galetto**

Ms. Galetto wrote an article about Cumberland County and its ecological and historical significance.

### **Department Updates – Matthew Pisarski**

Mr. Pisarski provided charts regarding the most recent development in Cumberland County. The charts show the previous five years and 2021.

### **County Commissioner Updates**

Commissioner Barber stated as of today 21% of Cumberland County is vaccinated. The goal in the county budget is to have a 0% tax increase. Commissioner Barber commented that the county has the potential to receive 30 million in grant funding. Part of the money coming in is for restaurant revitalization.

Commissioner Quinn said the Landis Theater is open and holding shows. Commissioner Quinn thanked the Motorsports Park for hosting community events. City of Millville dedicated a dog park near Union Lake.

### **Advisory Council Members Updates**

Ms. Warner said there will be a Horse Shoe Crab Fest on May 15 in Fortescue. Citizens United has 107 events listed on their calendar.

Ms. Jester said the museum is open. Virtual movie night will be March 9. The airshow will take place on Labor Day weekend. An aviation company will be coming to the airport.

Ms. Timberman said no spring events are planned. The education program and zoo school trips are taking place virtually.

Ms. Lods commented starting in June on Saturdays the farm market will be back. Arts Creates Excellence program is being planned for the summer. A fall plein air art competition may take place later in the year.

Mr. Kamm said opening weekend was March 6. Larger events will take place later in the year.

Ms. Longo said two new stores will be opening at the mall.

Ms. Gauntt said she needs the specs for the billboard at the Motorsports Park to create the artwork.

**Adjourn**

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