

Specialty Crop Block Grant

Mr. Pisarski said they had received \$40,000.00 from The Department of Agriculture to fund marketing campaign related to specialty crops for three. There was a specific list he had provided to the Council in the past but could provide to them again. Mr. Pisarski explained the Council would need to decide how to proceed and were supposed to partner with retail agriculture operations who sell the specialty crops. Each business would have to provide revenue information and the Council would work with them on a marketing campaign to be marketed over the summer season. The following fall, the Council would request updated revenue numbers to see year-to-year the impact their new marketing had on overall sales. Mr. Pisarski asked the Council to think of names of businesses or farm markets that might fit into this criteria. He said he would re-send the list of specialty crops out to the Council members.

Filming In Cumberland County Update

Mr. Pisarski explained he did not have a big update on this agenda item this month. However, he did indicate staff had been communicating with the producers that had outreached about filming within the County. Mr. Pisarski had not received any firm confirmations that any of them had yet decided on particular filming locations; aside from the Bento Box movie definitively filming at the Cumberland County Technology Education Center (CC Tech) on March 18, 2022. Mr. Pisarski mentioned he would send filming updates and additional inquiries out to the Council as staff received them. Mr. Pisarski, Ms. Longo, and staff planned to go to the South Jersey Film Commission launch event later in the month.

Departmental Updates

Mr. Pisarski explained he had recently reached out to both Debbie & Diane from Cape May County about the shared Cumberland/Cape May County Vacationer travel magazine. He said the County contributed an ad marketing cost of \$8,000.00 annually for two pages. Mr. Pisarski inquired what it may cost for three pages, and they said \$10,000.00. They planned to use two pages for general County marketing with the third page split into four or more sections planning to dedicate them to specific businesses. He stated the Council would have to decide which businesses to highlight for said segmented ads. Ms. Longo wanted to make sure The Cumberland County Mall was included, as well. Commissioner Albrecht suggested trying to direct readers towards specific events listed on the website. Mr. Pisarski suggested dedicating space to upcoming events the Council was sure would take place.

County Commissioner Updates

Mr. Pisarski explained there would be a Commissioner Resolution that month approving the Southern Shore DMO award of \$37,500.00. Mr. Williams said they had reached out to Nancy Patterson Tidy about becoming a new Council member, which would go forth to the County Commissioners for approval. In addition to Ms. Patterson Tidy's soon-to-be-filled seat, there were still two additional seats open. Mr. Williams asked the Council to, please, send him any suggestions for potential candidates.

Commissioner Barber suggested potentially including the County Clerk's Office Store and information on passports for vacations on Ms. Longo's page for The Cumberland Mall.

Commissioner Albrecht mentioned The County Fairgrounds' budget. Mr. Pisarski explained The Authority had hired Clarke Caton Hintz to do a Master Plan of The Fairgrounds; this would direct how money would be used to make improvements at The Fairgrounds. It was suggested the trail development plans be included within the Master Plan, as well as The Recreation Commission's work on how to improve recreation facilities

Tourism Advisory Council Members Updates

Ms. Longo explained while HomeGoods was opening on March 17, 2022, they were not doing a traditional grand opening or ribbon-cutting event due to COVID-19 limitations. She mentioned The Mall would be hosting The Easter Bunny, as well as a Mad Hatter Tea Party this spring season. Ms. Longo added The Italian Cultural Foundation would be hosting their first event in three years, Designer Bag Bingo, on April 8, 2022, with proceeds going towards scholarships. In addition to designer bags, there would be 20+ gift baskets up for grabs. They had already sold 160 tickets and were capping it at 250 attendees.

Ms. Lods mentioned local artist Marianne Cannon from La Bottega of Art had downsized and sold her building, but still owned The Village On High. La Bottega of Art had been re-located to The Village On High. A young artist, Danielle Cartier, had bought Ms. Cannon's building and would be hosting her facility, headquarters, and gallery there, as well. 3rd Friday would be held on March 18, 2022, and Teen Arts Festival was on April 6, 2022. Ms. Lods stated the building directly across from The Riverfront Renaissance for The Arts that had a fire recently was actively being worked on and fixed.

Ms. Jester said The Millville Executive Airport was doing well and Jet East had taken over most of the old Boeing hangars. She indicated air traffic had increased and helicopter training was heavily active, even without an active air traffic control tower. Their quarterly Movie Night would be held that evening and WWII Lecter Series was still ongoing. Ms. Jester said short videos were being produced with a grant received from The New Jersey Historical Commission; the first video was focused on the link (flight) trainer.

Ms. Timberman said The Cohanzick Zoo had memorial benches available on their website, as well as animal adoptions. They were actively working on new promotions for adoptions and a membership drive, along with re-organizations on The Zoological Society. Ms. Timberman said Kids Fest and Zoo Camp would be held in May and July, respectively. Staff was working on upcoming fundraisers and new animal acquisitions were in-process. Ms. Longo inquired about Zoo events being held at The Mall and Ms. Timberman suggested calling the main line at The Zoo for additional assistance.

Adjourn

A motion to adjourn the March 8, 2022, Cumberland County Tourism Advisory Council meeting was made by Ms. Lods, seconded by Ms. Jester, and passed by the Council.