

CUMBERLAND COUNTY TOURISM ADVISORY COUNCIL

Meeting Minute Notes

A meeting of the Cumberland County Tourism Advisory Council (CCTAC) was held on Tuesday, May 18, 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	Maryann Lods
Lynn Timberman	Lisa Jester
Commissioner Barber	Commissioner Quinn

Guest: Matthew Pisarski, Cumberland County Cultural & Heritage Commission
Omarey Williams, NJMP

Approval of Minutes

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

NJTIA Awareness Day – May 5, 2021

Ms. Gauntt attended the virtual tourism conference. Ms. Gauntt discussed some of key points. New Jersey visitation fell 27% and spending declined 37% in 2020. There will be no trade shows in 2021. The state expects tourism to make a full recovery in 2023. \$17.6 million dollars have been allocated for tourism. The New Jersey Tourism Industry Association Conference will be in person in Atlantic City on December 1 & 2. Council members received the whole Economic Impact study in their email packet.

Specialty Crop Block Grant – Matt Pisarski

The specialty grant is from the US Department of Agriculture, it is a block grant originating from USDA. The grant is for three years starting in 2022. The grant is for marketing specific agricultural products. The county submitted a \$40,000 grant which is the max award. If we receive the grant, we would work with the Board of Agriculture to get a better understanding what crops are available in Cumberland County.

Marketing Campaign

The design for a billboard at the Motorsports Park is currently being worked on. Images are included in packets that could possibly on the billboard.

Upcoming Events

A tourism table will be at the Bridgeton Invitational Tournament, date to be determined. Brochures are being gathered to be taken to the Philadelphia Flower Show. Cumberland County on Canvas that was done years ago is returning. Drop off for artwork will be in July.

Department Updates – Matthew Pisarski

Mr. Pisarski said a grant is being worked on for the fairgrounds. Also, a Green Acres grant is available for the fairgrounds. A meeting was held with NJ Transit to understand better how bus stops are maintained.

County Commissioner Updates

Commissioner Quinn stated students from CCTEC are being bused down to the shore to work.

Tourism Advisory Council Members Updates

Ms. Lods said there are several new art exhibits. A new bakery, carpentry company and rum distillery will be opening in Millville. In June the farm market will open. Ms. Lods said Arts Creates Excellence summer camp is open for registration. The Levoy also has a summer camp.

Ms. Jester commented the airshow will be held Labor Day weekend. The 80th anniversary of the airfield will also be celebrated.

Ms. Timberman said zoo camp will be taking place this year.

Mr. DeLuca said museums are open by appointment only.

Adjourn

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