

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, May 10, 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: Donna Longo Lisa Jester
Marianne Lods Nancy Patterson Tidy

Guests: Omarey Williams, Shared Services Coordinator
Matt Pisarski, Planning Department Director/Head
Matt Horowitz, Recording Secretary
Wanda Riviera, Confidential Assistant

Justin Kamm, New Jersey Motorsports Park

Approval of Minutes – April 12, 2022

Mr. Williams asked for an inaugural motion to approve the April 12, 2022 meeting minutes. A motion was made by Marianna Lods seconded by Lisa Jester, and passed unanimously by the Council to approve the minutes from the April 12, 2022 meeting.

Vacationer Magazine Update

Mr. Williams explained The Southern New Jersey Vacationer was scanned and included within the meeting packet and said the mock-ups were what the finalized published magazine would look like. Mr. Williams thanked Matt Pisarski for all of his hard work gathering and putting together all of the Cumberland County-focused material to give them a greater presence within this year's magazine. Mr. Williams said additional advertising was put into the Vacationer, as well, this year, and there was a first-time ad for the Cultural & Heritage Commission. Mr. Williams pointed out on Page 50, was the new ad for upcoming Cumberland Events. Ms. Lods asked when the company anticipated everyone would receive their copies of the Vacationers. Mr. Williams said he did not have an exact date yet, but would let everyone know as soon as he did and staff would deliver the Vacationers to all parties requesting copies. Mr. Williams said he would check with Michael Lacey for an estimate time of arrival and email everyone before Memorial Day. Everyone on the Council agreed the Vacationers looked fantastic!

Marketing Opportunity: The Connection Magazine

Mr. Williams said he had received an email and call from Alicia Singman from Somerset County at The Connection Magazine. Ms. Singman was offering advertising for Cumberland County and Mr. Williams had included the rates within the meeting packet. Mr. Williams went through the rates for one, two, and three editions for both ¼-page and ½-page color ads. Mr. Williams explained, if the Council were interested, they didn't have to do it immediately, but could maybe look at it again in the fall. If they were to select a quarter to do this within, Mr. Williams suggested some sort of digital tracking (such as QR codes) to help judge if such an effort would really be worth their while. Various Council members agreed the fall might be a good time for the County to try to do such an initiative for one edition in September/October. Ms. Jester suggested looking into the Social Media Bundle, as well. Mr. Williams said he would inquire with Ms. Singman about getting a discounted rate for the Social Media Bundle and one single edition in either September or October. The Council agreed they might want to do something similar to the Cumberland Events ad from the Vacationer with fall events.

Marketing Opportunity: EffecTV (Comcast)

Mr. Williams said he had recently had a meeting with Ray Calkin from EffecTV/Comcast (formerly Comcast Spotlight.) Mr. Williams explained Mr. Calkin had supplied a proposal(s) for aggressive, competitive, and complementary campaigns. Mr. Williams said the total investment for the competitive campaign would be \$53,400.00 and would run from July 4th through Christmas. Mr. Williams said he wanted to discuss the proposal(s) with both the Council and Cultural & Heritage Commission and inquire about the complimentary proposal for a three-month campaign with the targeted areas dropped down. He guesstimated the price would be around \$15,000.00, which he said could be split amongst the Council and Cultural & Heritage.

A brief discussion amongst various Council members and staff ensued and it was agreed upon that streaming services might work better than television channels to help target a younger audience. It was agreed upon such EffecTV/Comcast marketing was very effective and Ms. Longo asked for clarification as to what the various shares of blue, yellow, and red were meant to signify. Mr. Kamm suggested looking into YouTube for a younger targeted audience for advertising. Mr. Williams said such ads could even be produced in-house and staff did not have to use the vendor's graphic designer. Mr. Williams said he would get the requested updates and answers and share at next month's meeting.

Mr. Williams explained Mr. Pisarski was not present at the meeting and as far as he knew, did not have any specific updates to share for Departmental Updates. Mr. Williams also added the County Commissioners were out of town at a meeting in Trenton, NJ. He relayed that they felt as though the Commission was continually doing great things!

Tourism Advisory Council Member Updates

Ms. Jester said the Millville Army Air Field Museum (MAAFM) was doing well and her staff were gearing up for a lot of tours this summer, as well a summer camp. She explained in the coming weeks, they would host 80 Vineland Junior Reserve Officers' Training Corps (ROTC) cadettes at the MAAFM. Ms. Jester added the tour and outreach schedules were looking great and they recently hosted an event for Total Turf Experience. She said there would be no Air Show held this year, but interest still seemed to remain for future Air Shows amongst community members.

Ms. Lods said the Riverfront Renaissance Center for The Arts (RRCA)'s Art Camp was currently open for early registration. She said they already had a handful of students registered and the artist instructors were hired. Ms. Lods said she expected to have about 55 kids in attendance through July. 3rd Friday monthly events were rapidly growing and the RRCA had recently hosted a meet-and-greet with local business and building owners. Ms. Lods explained about 45 people were in attendance, as well as the new City of Millville Mayor. There were several buildings currently undergoing renovations, which Ms. Lods was excited to see completed and opened, including a large restaurant.

Ms. Longo said the Cumberland Mall had recently hosted a Mad Hatter Tea Party, which was a huge success and had 55 children in attendance. The Mall was planning a Super-Hero Day to coincide with the release of Thor: Love & Thunder at Regal Cinemas and movie theatres Nation-wide sometime in July. The Council unanimously echoed everyone loved HomeGoods, especially, the company's corporate office.

Ms. Patterson Tidy stated staff at East Point Lighthouse were excited to be open again at this time of year. They were currently trying to build up momentum, were now open on weekends for tours, and had extended their hours to 11-4:00p.m. Ms. Patterson Tidy said their Annual Meeting was coming up and Lighthouse staff were hoping to acquire some new members. Bay Day was going to be held once more on June 4, 2022 and additional details for the long-dormant event were still in-process. Ms. Patterson Tidy was hoping to get the Coast Guard and a helicopter for the event, as well. County staff were welcome to attend.

Mr. Kamm said the New Jersey Motorsports Park (NJMP) had recently held a mud run, fittingly, over a rainy weekend. He said the NJMP would have some cars shows coming up throughout the month of May, a food truck festival in June, and were hosting the grand opening of their airsoft fields with Gear Up Airsoft. Mr. Kamm explained their axe-throwing area was now open to the public Thursdays through Saturdays. Ms. Jester said she had been attending the monthly Chamber of Commerce luncheons and they had improved so much!

Public Comment

Ms. Lods asked how the Eco Fair event staff recently attended went. Mr. Williams & Ms. Riviera explained it was rainy and wet, but enough people were still in attendance and they had passed out some re-usable bags and County informational materials. Ms. Riviera added the Master Gardeners Club members came out to pick up their plants and it was a shame there was not a rain date scheduled for the day's event.

Old Business/New Business

Ms. Lods inquired if for one of the upcoming month's meetings, the Council could meet at a winery or brewery rather than The Authority's Training Room. Cedar Rose Winery, Terra Nonno Winery, Glasstown Brewing, and Mission Spirits were suggested, and Mr. Williams said staff could reach out to these entities and inquire about holding meetings there. All of the Council members agreed this was a great idea!

Adjourn

Mr. Williams asked for one final motion: a motion to adjourn the May 10, 2022 Cumberland County Tourism Advisory Council meeting was made by Ms. Longo, seconded by Ms. Lods, and passed by the Council. Mr. Williams explained, in closing, the Council's next meeting would be held June 14, 2022 at 3:00p.m at still-to-be-determined location.