

CUMBERLAND COUNTY TOURISM ADVISORY COUNCIL

November 10, 2020

Meeting Minute Notes

A meeting of the Cumberland County Tourism Advisory Council (CCTAC) was held on Tuesday, November 10, 2020 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:

Kim Gauntt	Lisa Jester
Donna Longo	Jamie Warner
Lynn Timberman	Maryann Lods
Commissioner Quinn	

Guest: Matthew Pisarski, Cumberland County Cultural & Heritage Commission
Omarey Williams, Shared Services Coordinator

Approval of Minutes

A motion was made to approve the minutes from November 10, 2020 by Ms. Lods. The motion was seconded by Ms. Longo and passed unanimously.

Town Square Media – Report on Digital Campaign

Everyone received in their packet a report from Town Square Media. Ms. Lods asked if the report was in conjunction with the billboard campaign. Ms. Gauntt said it only reflects numbers from the digital campaign. Michael Lacey from Sassafra Design is trying to get the numbers from google analytics to see how many people went to the website. When Town Square Media was given access to the website numbers were lost.

Tourism New Toll Free Phone Number – 1-855-4VISITOR (484-7486)

The 866 toll free number that we previous has was accidentally canceled. Ms. Gauntt said we have a new number that will be added to advertising.

NJTIA Convention – Virtual Conference 12/2 & 12/3/20

Council members received in their packet information for the convention. Ms. Gauntt will be attending the virtual conference.

Shop Local Campaign

Banners are being done for the shop local campaign. The banners will be in the three cities.

Southern Shore Region DMO – Covid Response

Mr. Pisarski emailed Diane Wieland from Cape May asking how they were responding regionally to the COVID situation. Ms. Wieland sent back a letter comparing occupancy tax stats from other counties from 2019 and 2020, a copy of the letter is in councils packets. Cumberland County is showing a 4% decline.

Select Nomination and Budget Committees

Mr. Pisarski said the bylaws stipulate a nominations committee and budget subcommittee must be created. Both committees would consist of two – three people. Mr. DeLuca and Ms. Longo will serve on the budget subcommittee. Ms. Lods and Ms. Timberman will serve on the nominations committee.

Cumberland Mall (PREIT) – Member Donna Longo

Ms. Longo commented that PREIT filed for Chapter 11 they are not closing they are reorganizing.

Department Updates – Matthew Pisarski

Mr. Pisarski said the county has hired a social media consultant. The consultant is potentially looking to consolidate Facebook pages. The Planning Department has reopened the planning position that was previously posted.

County Commissioner Updates

Commissioner Quinn said Millville and Vineland will be having Christmas parades. Commissioner Quinn thanked the members for their serve on the council.

Advisory Council Members Updates

Ms. Jester they had their 19th Annual Veterans appreciation Day with two unveilings, a C47 nose restoration and a mural.

Ms. Longo said Philly Pretzel is under construction. Go Games and the Escape Room are now open. Starting November 13th Santa will be at the Mall.

Ms. Warner commented that Citizens United will be holding their annual membership meeting November 11th.

Ms. Timberman said the zoo is getting a porcupine and a wallaby.

Ms. Lods said a gift card program was launched today for downtown restaurants and businesses. The program is a partnership with Holly City Development. If you buy a gift card the amount on the gift card will double up to \$100.