

Lods volunteered as Vice Chair. Mr. Pisarski clarified the nomination would be Lynn Timberman as Chair and Marianne Lods as Vice Chair. A motion to approve the proposed slate of Mses. Timberman & Lods was made by Ms. Longo, seconded by Lisa Jester, and passed unanimously by the Council. The Council & Mr. Pisarski congratulated Mses. Timberman & Lods. Mr. Pisarski added the Council currently still had two slots open for membership and asked for recommendations for potential candidates to present to the County Commissioners ahead of their December meeting.

Discussion of NJ Film Commission/South Jersey Film Commission

Ms. Longo explained she recently received an inquiry through the Cumberland County Mall website that the New Jersey Motion Picture & Television Commission wanted to film at the Cumberland Mall. Ms. Longo said a gentleman named Joe Marra came and took pictures at The Mall, which were submitted to parties looking for various filming locations. Ms. Longo mentioned the Council to Mr. Marra. Ms. Longo & Mr. Pisarski had a conference call with Mr. Marra and his associate with hopes to attain seats on said Boards. Mr. Pisarski added they had a software program called Real Source that helped identify such filming locations throughout New Jersey. Staff at the Film Commission would photograph, catalog, and source filming locations throughout NJ. They had offered to give Mr. Pisarski, Ms. Longo, and staff access to the back end of the Real Source software to upload images and descriptions of various locations. Mr. Pisarski said once access was granted, they would start uploading both public and non-profit space from across the County, as well as private locations with the approval of the property owners. Mr. Pisarski added they also hoped to join the South Jersey Film Commission, as well. Michael "Mike" Snyder from the South Jersey Film Commission office introduced himself to the Council and echoed the sentiments of Mr. Pisarski.

Discussion of Takeaways for Outreach Events

Mr. Pisarski said Mr. Williams would be sharing images of proofs of the takeaways that had been recently ordered; these included jar-openers, stress balls, reusable plastic straws, doggy doo-doo bags, collapsible doggy bowls, vaccine card holders, first aid kits, insulated tote bags, standard tote bags, ceramic mugs, a whistle/compass combo, and more. Mr. Pisarski stated the more expensive items would be available with the wheel and Plinko games.

Update on Billboard Campaign

Mr. Pisarski explained the selected Clear Channel billboard package would include 10 poster locations, one bulletin space on Route 55, and a digital billboard display on Route 73. He stated Michael "Mike" Lacey created five individual billboards and showed the Council an assortment of images to be used. Mr. Pisarski said the billboards would be installed by Thanksgiving and would remain up through the holiday season. Once word was received all the billboards were up and installed, staff would go out and photograph them on-site.

Departmental Updates

Mr. Pisarski stated rather than have an action meeting in December, the plan was to have a combined afternoon luncheon amongst the Cumberland County Tourism Advisory Council, the Recreation Commission, and the Cultural & Heritage Commission. He added each Board member was able to invite one additional person, if they wished, be it a family member, co-worker, guest from the community, someone impacted by tourism this year, etc. Wanda Riviera said it was scheduled for December 14, 2021 from 1-4:00p.m. at Eastlyn Golf Course & The Greenview Inn in Vineland. Mr. Pisarski said it was on an outdoor patio space, which was enclosed and had available heating units.

Mr. Pisarski said he would send out a reminder with the 2022 meeting dates, which may soon be in-person, but there would always remain a virtual component available. Mr. Pisarski mentioned he had sent letters out to both the All Sports Museum of Southern New Jersey and the County Historical Society regarding the wayfinding signage. Sign installation had been completed and there were now four signs for the Historical Society and four for the All Sports Museum. He stated the next request for wayfinding signage would be for East Point Lighthouse, as requested by Nancy Patterson Tidy.

Tourism Advisory Council Member Updates

Ms. Timberman explained The Zoo had recently lost a couple of their hogs and were planning to do autopsies to see why they passed. Ms. Timberman said, other than that, everything remained pretty status quo down at The Zoo.

Ms. Longo said the Cumberland Mall's new jewelry store, Cleopatra Jewelers, had recently opened and everything looked absolutely beautiful. She added Home Goods was still under-construction and were on-target for a March 2022 opening. Ms. Longo added The Mall had a new marketing person, who recently started, and she would send everyone the dates for Photos with Santa.

Ms. Lods said they were very excited to be bringing back their Double Value Gift Card program for the second year in a row. It included 18 gallery shops and restaurants participating this holiday season with \$40,000.00 total available to help impact the Downtown Community. Ms. Lods added the initiative would start on Small Business Saturday, which was Saturday, November 27th, and the double-value gift cards would be available at the Riverfront Renaissance Center for The Arts (RRCA) until they were completely sold out. Ms. Lods expected them to sell out within just 7-10 days.

Ms. Jester stated the Millville Army Air Field Museum recently had their 20th Annual Veterans Appreciation Day event. She extended her thanks to County staff for having the County Outreach Bus on-site at the day's event. Ms. Jester thanked the Cultural & Heritage Commission for The Museum's newly installed interpretive signs. Ms. Jester added The Museum's fourth and final quarterly movie night would be held on December 14, 2021.

Mr. Pisarski added an updated budget assessment would be provided for the Council with the total cost of the December get-together to be equally split amongst the three Boards. Mr.

Pisarski explained he would be giving a presentation at Eastlyn on the social media platforms and the increases made to outreach because of it throughout 2021.

Adjourn

Ms. Timberman explained the next T.A.C. meeting would be the holiday luncheon to be held on Tuesday, December 14, 2021 at Eastlyn Golf Course & The Greenview Inn from 1-4:00p.m. A motion was made to adjourn the November 9, 2021 Cumberland County Tourism Advisory Council meeting by Ms. Longo. It was seconded by Ms. Jester and passed unanimously by the Council. Mr. Pisarski thanked the Council and attendees for their participation. Ms. Timberman wished everyone a “Happy Thanksgiving!”