

CUMBERLAND COUNTY TOURISM ADVISORY COUNCIL

October 13, 2020

Meeting Minute Notes

A meeting of the Cumberland County Tourism Advisory Council (CCTAC) was held on Tuesday, October 13, 2020 via Microsoft Teams and/or Teleconference. Mr. DeLuca called the meeting to order at 3pm and welcomed everyone.

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	Joe DeLuca
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 September 8, 2020 by Ms. Timberman. The motion was seconded by Ms. Longo and passed unanimously.

Tourism Campaign

Everyone received in their packet a performance overview of the September social distancing campaign. Mr. Pisarski commented that the numbers are above standard. Ms. Gauntt said Facebook hits are up. Ms. Gauntt and Mr. Williams drove around and took pictures of the billboards. Mr. Pisarski would like to compare 2019 to 2020 social media hits and likes.

Bylaws

Mr. Pisarski read through the draft copy of the bylaws. Mr. Pisarski will email everyone a draft or the council can act on them today. The number of members (9) will be added to section one. A motion was made to approve the bylaws by Ms. Lods. The motion was seconded by Ms. Timberman and passed unanimously.

Holiday Marketing

Ms. Gauntt will start transitioning from outdoor ads to holiday. Ms. Lods asked if holiday ads will be billboards or social media, Ms. Gauntt commented that funding is not available for billboard ads. Ms. Longo suggested doing a banner at the mall. Mr. Pisarski suggested doing 3 or 4 banners promoting shopping local. Ms. Lods said Millville will do mostly social

media. Ms. Warner suggested doing banners in English and Spanish. Mr. Pisarski will get banners together and send them out to the council.

Department Updates – Matthew Pisarski

Mr. Pisarski commented that the planning department is very busy. The annual farm inspections were done by drone. The county website is being updated with documents and procedures by department.

County Commissioner Updates

Commissioner Quinn suggested doing Facebook boost for promoting the county. New Jersey Motorsports Park is offering there outdoor space for organizations to hold events. Commissioner Quinn also commented that High Schools sports is allowing limited attendance.

Advisory Council Members Updates

Ms. Lods asked about the Eagle Festival, she would like to see it happen. Mr. Pisarski said if they still do the Eagle Festival certain components will not be able to take place. Village on High are holding several special events.

Mr. DeLuca said people can visit the museums by appointment. The ghost tour and Christmas Holiday House tour will be held virtual.

Ms. Timberman said the zoo has lost several older animals. The attendance at the zoo has been good.

Ms. Gauntt and Charles Hope will be doing videos of outdoor recreation areas, the zoo will be the first video. Commissioner Quinn offered to play the videos on channel 22.

Ms. Warner commented that she now works for Citizens United.

Ms. Longo said Santa will be visiting the mall with COVID regulations. Regal Movie Theater has temporary closed.

Council members received flyers regarding Millville Army Air Field Museum.

Adjournment

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

The next meeting will be November 10.