

**REGULAR MEETING OF THE TOURISM COMMISSION
OF THE CITY OF CAPE MAY**

Wednesday, January 13, 2010 @ 9:00A.M.

The regular meeting of the Tourism Commission of the City of Cape May was called to order by Chairperson Terri Swain at 9:00AM on Wednesday, January 13, 2010, in the City Hall Auditorium. The Secretary called the roll and the Pledge of Allegiance was recited.

Present: Gus Andy
 Dagmer Chew
 Chuck Pritchard
 Bob Steenrod
 Terri Swain

Also Present: Jennie McCaney, Secretary

Chairperson Terri Swain announced that under the Open Public Meetings Law, notice of this meeting was sent to the Cape May Star and Wave and The Press and a copy of the agenda was delivered to each Member of Commission and was posted on the City Hall Bulletin Board.

Minutes:

Approval of meeting minutes for October 7, 2009

Motion: Mr. Steenrod; Second: Mrs. Chew. Motion Carried.

Roll Call: Mrs. Chew, Mr. Pritchard, Mr. Steenrod, Mrs. Swain
 Mr. Andy abstained

Approval of meeting minutes for November 4, 2009

Motion by Mrs. Swain to amend minutes to include in Re-cap budget \$2,000 Temple Tourism project; Second: Mr. Steenrod. Motion Carried

Roll Call: Mrs. Chew, Mr. Pritchard, Mr. Steenrod, Mrs. Swain
 Mr. Andy abstained

Resolutions:

Approval of Bill Pay Resolution #67-1-2020

Motion: Mr. Steenrod; Second: Mrs. Chew. Motion Carried.

Roll Call: Mr. Andy, Mrs. Chew, Mr. Pritchard, Mr. Steenrod, Mrs. Swain

Approval of 2010 Meeting Schedule Resolution #68-1-2010

Motion: Mr. Steenrod; Second: Mrs. Swain. Motion Carried

Roll Call: Mr. Andy, Mrs. Chew, Mr. Pritchard, Mr. Steenrod, Mrs. Swain

Guests in attendance: Frank Lario of Equity Communications, Hillary Pritchard, Whale's Tale, Mary Stewart, MAC, Marianne Gorrick, Inn at the Park

Mrs. Swain announced receiving \$10,000 of grant money.

Old Business:

Mr. Steenrod spoke to Bernie Haas to go ahead with website, committee agreed they were going with Comcast internet, Dagmer waiting for something in writing re: specific areas - Phila/Balt.De/North Jersey. Bernie ready to go with any changes.

Trolley Service: Dagmer asked about the trolley being a community effort, Bob did talk with Dick Adelizzi yesterday and suggested he come to a meeting after we get some direction from the town. Mrs. Swain told committee that the BID was advised by Council to support the trolley service, and their executives agreed to form a committee, which has not met to date. Bob explained their members are participating individually, rather than a Chamber group. Tourism Commission allocated \$5,000 for advertising and \$5,000 for service and members agree it should be free. Hillary presented a rack card that Bethesda puts out advertising their service. Mrs. Chew would like to see us promote it. Mr. Andy interjected the hospitality industry-hotels have been paying their fair share (\$8500) and perhaps use that as a guide for other organizations in town to participate. Mrs. Swain suggested the Tourism Commission make a recommendation and asked Hillary to invite a representative from the BID committee to attend our 2/10/10 tourism meeting to present to us what they could possibly do even though they approved their 2010 budget so we could have a better understanding to pull all efforts together before meeting with Dick. Hillary mentioned extended hours right up front and as far as a figure she feels they would have to speak with Dick first before committing.

Discussion turned to everyone participating including Marina district, employee parking, and extension of hours (12 to 12 in season July/August)

Mr. Pritchard suggested small steps forward and agreed to be the liaison to merchants.

New Business:

CMC Dept. of Tourism marketing opportunity sponsored by the State celebrating 40 years of marketing to the French Canadians. Local businesses can participate by going online.

National MS Society "Coast the Coast" Bike ride starting in Monmouth University, West Long Branch ending in Cape May. Looking for a host for their finish line Celebration and Barbecue. (500 people complete the race). Committee discussed options and Chuck agreed to contact and find out exactly what they are looking for. He'll report back.

Poison Ivy – Gus – still there on the beach, he knows it's dormant this time of year but it needs to be pulled out. Contact Bob Smith of Public Works to take care of.

Ferry Video – Dagmer – Where are we? Committee agreed on \$3,000 for terminal TV/DVD and \$5,000 to advertise in the Twin Cape book. Video should be a continuous theme generic/seasonal, (2 minutes) get logo from Bernie, Dagmer contact Phil and tell him what we want. Call AnnaMarie Gonnella at the Ferry and find out size of TV.

Committee re-scheduled February 10th meeting to Thursday, February 4th, 9:00am.

Hillary asked about the status of the Temple students & Convention Hall and Bob asked what was being done about alternates for the committee?

Terry Swain will find out.

Public Portion:

Hillary Pritchard mentioned Cape May Point put together a birding/bicycle map and she would be happy to be a liaison to incorporate between Cape May and Cape May Point. Committee agrees – Hillary as liaison.

Committee discussed asking Kiwanis to be a liaison for the Tourism commission to have local students create a name for the fare free trolley. Jennie go to Kiwanis.

Marianne Gorrick concerned about expenditures for marketing/advertising, the Chamber is spending \$250,000, what is the City doing? General discussion followed.

Chuck Pritchard – mentioned watching PBS and seeing Michael Colomenco's show and he was wearing a Lower CM Regional t-shirt advertising Cape May. Chuck would like to see a program recognizing local talent with a proclamation/special award local hero. It would be nice coming from the Tourism Commission and a cost effective way of promoting Cape May. Chuck & Hillary will work on award.

Mrs. Swain asked for a motion to adjourn.

Motion: Mr. Andy; Seconded: Mrs. Chew. Motion Carried.

Adjourned: 10:40AM

Jennie McCaney, Secretary