

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

Wednesday, March 17, 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, March 17, 2010, in the City Hall Auditorium. The Secretary called the roll and the Pledge of Allegiance was recited.

Present: Gus Andy
Chuck Pritchard
Terri Swain
Mary Stewart, Alt II

Absent: Dagmer Chew
Bob Steenrod
Jerry Emery, Alt 1

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.

Guest: Mr. Dick Adelizzi, Five Mile Bus Company

Trolley Service Summary 2009 – Ridership up 20% over 2008, funding fell short, tourists are relying more on trolley. Income requirements for 2009 are \$400/day x 66 days = \$26,400. Service ran July 3, 2009 to September 6, 2009, 12Noon to 9PM daily in a continuous loop in Cape May, trolley fare \$1.00 one-way. (Motels put most people on) Commission members asked about extending hours to coincide with events for 2010 and also looking to make trolley fare free. Mr. Adelizzi proposed the same budget for 2010, and is a little reluctant to change major parameters of operation. He recommends stay with fare, look at your budget, and look at morning hours. Trolley has capacity of running DVD's and has advertising space for those participating in the service. Mr. Adelizzi can provide flyers to ride free (all park & ride people ride free) trolley stops at any corner on route, try to maintain a 20 minute schedule.

Members discussed ways of selling trolley service to BID and other organizations who are not participating, also discussed advertising, signage, hours of operation. Tourism's ultimate goal is a fare free trolley, members will reach out to Realtors, Chamber, Bid. Mr. Adelizzi is at Tourism's disposal for next meeting, committee thanked Dick for coming.

Other Guests in attendance: Mayor Mahaney, Hillary Pritchard

Mr. Andy questioned Mayor about the water deficit in the City's budget, the Mayor explained the City's need to have 25% guaranteed revenue and understands the burden but Council had to make the tough decision.

Minutes:

Approval of meeting minutes for February 4, 2010

Motion: Mrs. Swain; Second: Mrs. Stewart. Motion Carried.

Roll Call: Mr. Pritchard, Mrs. Swain, Mrs. Stewart

Mr. Andy abstain

Mrs. Chew-absent, Mrs. Emery-absent, Mr. Steenrod-absent

Old Business:

Mrs. Swain announced the signed contract for Phil Pizzi and to proceed with payment requisition.

New Business:

Mr. Pritchard told members about a New Program that co-ordinates different groups and compliments what already is going on and would like to invite Ronnie Cohen to do a presentation to Tourism. He'll call her about being put on April's agenda.

Public Portion:

Hillary Pritchard asked for clarification of trolley service and participating businesses.

Next meeting April 14, 2010

Motion to Adjourn: Mr. Andy; Second: Mr. Pritchard. Motion Carried.

Adjourned: 11:09AM

Jennie McCaney, Secretary