

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

Wednesday, October 12, 2011 @ 8:30A.M.

The regular meeting of the Tourism Commission of the City of Cape May was called to order by Chairperson Bob Steenrod at 9:00AM on Wednesday, October 12, 2011, in the City Hall Auditorium. The Secretary called the roll and the Pledge of Allegiance was recited.

Present: Gus Andy, arrived late
Chuck Pritchard
Bob Steenrod
Mary Stewart

Absent: Deanna Fiocca,
Bob Belansen, Alt 1,
Barbara Masemore, Alt 2

Also Present: Jennie McCaney, Secretary

Chairperson Bob Steenrod 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 the Commission and was posted on the City Hall Bulletin Board.

Mr. Steenrod will contact Mr. Belansen about attending meetings.

Resolution:

Approval of Resolution #84-10-2011- Payment of Bills

Mr. Steenrod asked for a motion to approve the bills.

Motion: Mrs. Stewart; Second: Mr. Pritchard. Motion Carried

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

Mr. Andy, absent
Ms. Fiocca, absent
Mr. Belansen, absent
Mrs, Masemore, absent

Mr. Steenrod asked for a motion to approve \$10,000 for the 2011/12 Travel Shows for the up coming year. (25+ shows).

Motion: Mrs. Stewart; Second: Mr. Pritchard. Motion Carried

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

Mr. Andy, absent
Ms. Fiocca, absent
Mr. Belansen, absent
Mrs. Masemore, absent

Minutes:

Approval of Meeting Minutes for September 14, 2011

Mr. Steenrod asked that sentence on room tax/ beach fees be taken out – Minutes amended.

Motion: Mr. Andy, Mr. Pritchard; Second; Mrs. Stewart. Motion Carried

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

Ms. Fiocca, absent

Mr. Belansen, absent

Mrs. Masemore, absent

General Discussion:

Mr. Steenrod received status report form agency, everyone should have received it, we signed extended contract through December 2011. We should address this issue at our November meeting and decide what direction to go in.

Meeting schedule for next year discussed, Jennie will check on Thursday availability.

Discussion on Tourism Authority, Tourism Commission created 2005/2006 by Ordinance with David Craig, Curtis Bashaw, Larry Hirsch, Mary Stewart, Bob Steenrod, members hired a PR Agency, worked on training,, marketing.

Mr. Steenrod suggested inviting Mayor and/or Bruce MacLeod to November meeting to discuss the City's plan.

New Business:

Two Writers coming into town this week, one from USA Magazine, the other from Parenting Magazine, Mr. Andy donating rooms for them.

Dick Adelizzi, Cape May Trolley Service, ridership was up this year by 13%, Bob invited Dick to November 9th meeting for an update and discussion on next years' service.

John McShane, CBS Outdoor, "Billboards" Bob will bring his proposal to members when received.

\$25,000 Grant – Bob & Mary put together to targeting Group Tours because of the Travel Shows and new Convention Hall, it would tie in with that and also Wedding business, this grant money could fund brochures and collateral materials.

New trend suggests smaller bus groups that are willing to spend more and be a little more exclusive. Members discussed Cape May being made into a friendlier Bus town.

Philly Pops will be here for opening weekend of Convention Hall.

Gus Andy – City purchasing Vance's property – good idea but referred to the Promenade still being a black hole. Gus feels we're missing out on not doing anything with the Promenade. We need restrooms and improvements along the Promenade, Tourism needs to address City Council about these issues, it's time to resurrect and talk to Deanna who is a Councilperson.

Marketing Seminar by Roger Brooks – October 18th Wildwood Convention Hall
October 19th in Ocean City.

Old Business:

None.

Public Portion:

None.

Mr. Steenrod asked for a motion to adjourn the meeting.
Motion: Mrs. Stewart; Second: Mr. Pritchard. Motion Carried

Adjourned: 9:15AM

Jennie McCaney, Secretary

Members of the Public Present:

None