

MINUTES OF A CAUCUS MEETING OF THE BOARD OF COUNTY COMMISSIONERS, HELD IN THE COUNTY ADMINISTRATION BUILDING, 4 MOORE ROAD, CAPE MAY COURT HOUSE, NEW JERSEY ON TUESDAY, AUGUST 24, 2021 AT 3:00 P.M.

Director Thornton called the meeting to order. The following members answered roll call:

Present-Commissioners Hayes, Pierson and Thornton (3)

Absent-Commissioners Morey and Desiderio (2)

Morey arrived 3:08 p.m.

Desiderio arrived 3:18 p.m.

Statement of the Director:

“This is a notice read pursuant to the requirements of the “Open Public Meetings Act.” At least 48 hours advance notice of this meeting has been provided by posting of the same in writing on the bulletin boards in the County Administration Building, and the County Clerk’s Office and mailing a copy of the notice to the Cape May County Herald and the Atlantic City Press and filing the same with the County Clerk, all being done on Wednesday, January 6, 2021.”

Moment of Silence-Dedicated to the people left in Afghanistan.

Flag Salute- Led by Commissioner Pierson

Agenda Items

Presentation:

1. Diane Wieland-Supplemental Media Plan

Mrs. Wieland covered the CMC Tourism Fall/Winter 2021 Marketing Plan and discussed the following:

- a) Revenue in the amount of 21.1% (\$1.457 billion) lost due to COVID-19.
- b) State/Local taxes increased in CMC but did not match the funding level allocated the county.
- c) CMC saw a loss of 2 million visitors; average spend of \$374 per overnight stay.
- d) Occupancy Tax collection up 66% over 2019.
- e) Travel trends predicated: private rentals, road trips vs. flights, domestic travel, tech assisted social distancing, multi-generational trips and vacations, the renaissance of travel agencies, off the beaten path draw, and more mindful experiences sought.
- f) Marketing investments in marketing over the next 2 years were named: Comcast, Trip Advisor, CBS, Edible NJ, AAA World, Adara Digital, Adtheorent Digital, NY Family, social media, Local/State Business Guides, Podcasts, video and direct mail.

Commissioner Hayes asked if we were specifically marketing to the states more south of us. Additionally, she suggested regarding the marketing topic, a joint venture between the Chamber and the County of Cape May, to assist in finding employees for the many businesses in need.

Commissioner Morey asked Diane her strategy for the media plan implementation.

2. Augustina Mallous – Second runner-up/Miss New Jersey Pageant

August 24, 2021, (Continued)

3. Alyssa Sullivan – current Miss New Jersey

Commissioner Pierson introduced Augostina Mallous and Alyssa Sullivan, calling them out of the audience for recognition. He read the bios on each young lady, detailed the causes they each promoted as their platform in competition, after which the entire Board joined them off the dais for photographs.

4. Luke Sooy – CLRG National Champion Irish Dance U.S. Nationals

Commissioner Hayes introduced Luke Sooy, detailed his talents other than dancing, and talked about his recent win at the national competition. After Luke's acknowledgement, photographs were taken with the Board.

Discussion:

5. Kevin Lare- County Administrator/Purchasing Report

Mr. Lare detailed awards, extensions, or changes to contracts, and competitive contracting of the following resolutions: Res. Nos. 596-21, 598-21, 599-21, 610-21, and 618-21.

Res. 596-21 amending the 2021 Budget for American Rescue Plan in the amount of \$650,000.00.

Res. 598-21 awarding Contract No. C1-155 to Newvision Systems Corporation to provide Land Records Tracking Software for office of County Clerk.

Res. 599-21 amending Resolution No. 283-21/Contract No. C1-79 with Alliano Brothers General Contractors, Inc. for construction of Child Advocacy Center increasing total award amount to \$918,726.44.

Res. 610-21 awarding Contract No. C1-157 to Triad Associates, Inc., to provide Grant Administration and related services for Government Services Project/FTA Grant.

Res. 618-21 awarding Contract No. C1-152 to Designing Local, Ltd to provide Creative Placemaking Plan Implementation Services for Open Space and various other projects.

Commissioner Morey asked for a reminder of the breakdown of the \$650,00.00 American Rescue Plan expenditure in Res. No. 596-21.

6. Robert Church-Engineer's Update

The following resolutions on the agenda to be authorized during the Regular Meeting of Board tonight were acknowledged or discussed by Mr. Church.

Res. 611-21 authorizing Change Order No. 2 in the amount of \$4,070.00 to Atlantic County Improvement Authority for design and construction for the Government Services District at Cape May County Airport.

Res. 612-21 authorizing an Indemnification Agreement with Cape May Running Co. for its Beach to Brewery 10K on September 18, 2021.

August 24, 2021, (Continued)

Res. 613-21 authorizing Application for Road Opening Permit to South Jersey Gas Company for Crest Haven Road (CR609), Township of Middle.

Res. 615-21 granting permission to the City of Cape May to close a portion of Beach Avenue (CR604) for their Oktoberfest, September 25, 2021.

7. Commissioner Discussions

No discussion.

Commissioner Morey requested Brittany Smith provide a brief review of the 2020 Annual Audit report authorized by Res. No. 585-21. It was decided she would give a review during her time slot at the Regular Meeting held later today.

Moved by Mr. Desiderio seconded by Ms. Hayes to adjourn the caucus. Roll call: Commissioners Desiderio, Hayes, Morey, Pierson and Thornton (AYE-5) (NAYE-None) (ABSTAIN-None) (ABSENT-One). Carried.

Caucus adjourned at 4:02 p.m.

Administrator/Clerk of the Board