

**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, OCTOBER 11, 2022 AT 3:00 P.M.**

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

Present: Commissioners Hayes, Morey and Thornton (3)

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 Tuesday, January 11, 2022.”

Moment of Silence- Dedicated to the Barr family of Ocean City.

Flag Salute-Led by Director Thornton.

Presentation: **Diane Wieland:** Marketing results of American Rescue Plan (ARP) Funding

**Branding Campaign**-implementing a new branding for the Tourism Division’s marketing efforts.

- I. **Primary Goals:** Invest in Tourism infrastructure by way of travel show booths, marketing materials and banner bugs.
  - a. Umbrella campaign for branding, after which CMC and Southern Shore separated.
  - b. Reconnect Canada
  - c. Photos/Videos
  - d. 4-Season Marketing
- II. **Objectives:** Grow tourism during the fall and winter months, full recovery in all sectors from COVID-19; reconnect Canada.
- III. **Rebranding:** CMC brand focused on authenticity and personalized experiences.
- IV. **Core Values**-principles guiding marketing and branding.
  - a. Community
  - b. Sustainability
  - c. History
  - d. Individualism
- V. **Brand pillars**-key points of distinction that form the foundation of our brand
  - a. Unspoiled escapism
  - b. Personalized pursuits
  - c. More than just the shore
  - d. Locally crafted cuisine

October 11, 2022, (Continued)

VI. **Elements of the Brand**

- a. Brand promise-authentic, real, restored, not recreated; Brand major and minor (Authenticity and Personalized experiences); Brand elements.
- b. Brand overview- statements made in the ads
- c. Color Pallets-Ocean (blue), Sunset (red), Sunrise (yellow), and Forest (green).

VII. **New Marketing Assets**

- a. Banner bugs
- b. Update photo library
- c. Ad templates
- d. Displays
- e. Tourism website

VIII. **Expanding the Season-Fall/Winter Campaign**

- a. Fall/Winter results-Google Analytics-Website
  - i. Average 4.9k web users, 37% user increase; Mobile users 65% over 35% desktop users; Events/things to do most requested; 225,000 views of the visitor's guide

IX. **Comcast**

- a. Top streaming, Top Channels, Total Broadcast & Streaming

X. **Public Relations-Ad Value: \$732,367**

County of Cape May featured ads in the following publications: Travel & Leisure Magazine, Forbes Magazine, Newsday.com, Fodor's Travel, Brides.com, Main Line Today Magazine, US New and World Report, NJ 101.5 FM, Boston Globe, Today Show and Cite Boomers.

XI. **Reconnect Canada**-via Facebook, Instagram, Bloggers/Influencers

XII. **Summary**

Discussion:

**1. Allison Hansen- Purchasing Report**

Ms. Hansen detailed awards, extensions, or changes to contracts, and competitive contracting of the following resolutions: Res. Nos. 659-22 and 660-22.

Res. 659-22 awarding Contract No. C2-202 to AmeriHealth Administrators, Inc. for provision of Third-Party Administrator for Health Benefit Plan for employees, retirees and dependents of County of Cape May.

Res. 660-22 awarding Contract No. C2-203 to Health Insurance Solutions, Inc. for provision of Third-Party Administrator for Prescription Benefit Plan for employees, retirees and dependents of County of Cape May.

Res. 661-22 awarding Contract No. C2-204 to Atlantic Salt, Inc. to furnish and deliver Rock Salt to County of Cape May and participating Cooperative Agencies (25CMACP 01-37-20).

Res. 688-22 awarding Contract No. C2-206 to CME Associates to provide a Master Plan for the Cape May County Zoo & Park System.

October 11, 2022, (Continued)

**2. Bob Church**-County Engineer

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

Res. 690-22 awarding contract to South State, Inc. in the amount of \$2,764,324.20 for 21<sup>st</sup> Street and 25<sup>th</sup> Street Bridges over Avalon Canal Scour/Erosion Damage and Substructure Repairs, Borough of Avalon.

Res. 691-22 endorsing Borough of Woodbine's submission of a Grant Application to the New Jersey Department of Transportation for the Transportation Alternatives Program.

Res. 692-22 approving contract documents for Re-Bid 2016 CMAQ Improving Air Quality & Reducing Traffic Congestion through Biking in the City of Ocean City and authorizing the Clerk of the Board to advertise for bids for same.

Res. 693-22 authorizing Change Order No. 3-Final in the amount of <\$31,047.88> and accepting the work and closing the contract with Asphalt Paving Systems, Inc. for Dehirsch Avenue (CR550) Resurfacing Improvements, Borough of Woodbine.

Res. 695-22 to modify speed limit on Broadway Avenue (CR626), City of Cape May and Borough of West Cape May.

Res. 696-22 to modify speed limit on Fourth Avenue (CR635), Borough of West Cape May.

Res. 697-22 to modify speed limit on Pittsburgh Avenue (CR622), City of Cape May.

Res. 698-22 to modify speed limit on Stimpson Lane (CR645), Borough of West Cape May and Township of Lower.

**3. Kevin Lare**-County Administrator

The administrator asked the Commissioners if they would like to resume the practice of recognizing 25-year employees at the bi-monthly meetings. Due to Covid-19 the custom had been discontinued. He commented there would be some catching up to do when they started again.

**4. Commissioner Discussions-**

Commissioner Hayes referenced Res. No. 688-22, awarding a contract to provide a Park & Zoo Master Plan. This would be worked with the Planning Department, she said. Earlier this year, she and Ed Runyon had spent the day in Ocean County visiting their park system in search of ideas to bring back to Cape May County. She finished by saying that she was looking forward to working with Planning on the creation of the plan. A short discussion ensued between the three commissioners which focused on the availability of recreational opportunities for residents.

Moved by Ms. Hayes seconded by Mr. Morey to adjourn the caucus. Roll call: Commissioners Hayes, Pierson and Thornton (AYE-3) (NAYE-None) (ABSTAIN-None) (ABSENT-Two). Carried.

Caucus adjourned at 3:48 p.m.

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Administrator/Clerk of the Board