



Bradley Beach Tourism Meeting Minutes

Location: Virtual

Date: Tuesday, October 31, 2023

Time: 10AM

Facilitator: Amy Hall – Tourism Director

Call to order 10am

Commission Members Present: Mark Pasch, Andres Zapata

Tourism Director Present: Amy Hall

Tourism Liason Present: Councilwoman Jane DeNoble

Other Attendees: Courtney Pappas

Summary: Bradley Boo feedback: Businesses said there was a lot of foot traffic more this year than last despite the weather. Mark Pasch said he got 2 new clients from the event. Other businesses said there was a lot of new and returning faces. Next year we should push the businesses to use that time to promote themselves a little bit. Maybe hand out a promotional item. Andres said everything went great.

Tree Lighting summary starts at 4pm until 6ish. Live music with Classic Rewind with holiday tunes, dance school coming to perform. Amy Hall said the dance school brings a lot of people with them. Tree gets lit at 5pm, Santa comes. Courtney from the Rec Dept will be doing a craft. First aid, Fire Dept brings Santa on the truck. Tourism does the music, the horse and carriage. Girl Scouts will be giving out hot chocolate and cookies. It's a great community event and also brings in a lot of people from around the county.

Andres asked about lights and decorations. Amy Hall said DPW does the decor and it will be outstanding as always.

Getting event confirmation for Summer events: Monday night dancing and opera, Tuesday night line dancing, Newark Brookdale music. About 1500 every Thursday. They do marketing, send to their mailing list. They set up and take down. Amy Hall thinks it's something we should stick with. Runs from July-August Newark Ave. People bring their takeout from Main Street, we should still be doing that. Brings in a lot of people. Brookdale does a great job promoting the series. Friday nights will be DJ Jay.

New summer series movies. Once a month on Wednesdays June, July, August. We had the Beatles concert rescheduled last summer and we had lots of people so it's a good night to keep the momentum going during the summer. Pirate Day will be in August.

In Fall, a movie will play the Friday before Halloween and we'll continue with the Bradley Boo, Tree Lighting, etc.

Andres asked how much for the movies. Amy H said \$700 each and he does all the set up and take down. Amy said we should also have a loop of events run as a "preview" would before the movie. It's extra promotion playing for a half hour on a huge screen on the middle of town. Andres agreed that it would be great. We should constantly promote people coming to Main Street to spend their money. Take out, pre movie cocktails, post movie cocktails, etc.

Things up for light discussion. Mediterranean Fest. Amy H said the idea is great but didn't think having it inside in a church away from Main Street did anything for tourism. I don't think it brought a lot of people from out of our area. The dancers cost 3k and I don't have the rest of the cost on hand. Amy H would like to see it outside at a warmer time with more vendors and music. When we talked to the BA we said it would be great to have it in a warmer month outside.

Mark liked the event and agrees that if it were done outside with music and more vendors it could be good.



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Andres liked the idea as well but agreed we need to work more on it and how we can fit it in. Where can we do it? We need more clarity on the budget and the events we already have and we'd go for that. Not off the table, up for discussion.

AH said Parkfest was good and the company is good in the sense they're passionate about putting on a show. For next year we would have to look at the contract and see what exactly we are getting for the money. AH thinks the Borough needs to take more control of that event. See what exactly that means for the \$5500. We need a better event plan. Not against parkfest. The guys are nice and well intentioned. AH said we need more control of the event and talk about how we can cut costs. It brings people to town and Main Street. It would be our 3rd year doing it which would be good to begin to build up events. We'd like it to become synonymous with Bradley Beach.

Andres agreed more in detail about the contract and if we can know more where we stand. What could be done better? Look more in detail about the previous Parkfest and where we can do better. How can we have more control over the event.

Amy Hall said parkfest has already been promoting a 2024 event which they shouldn't do because we have no contract but does see the benefit in the promoting the event early as it stirs up interests and creates a following. We can talk about it more in depth. It is a go with more discussion.

Latin fest Andres worked with me on it we had food, vendors, music from local areas, we had a wrestling ring and it cost us about 2-3k in 2019. AH said if we do it again we should go back to how we were doing it. We don't need to hire a company from Carteret it's our job. We need to talk more about how to do it. Andres suggested surveying the Hispanic community. Is this a community event or a tourism event. Do we want people to say "wow look at Bradleys latino culture, food, etc. Amy H talked about how the Portuguese festival is synonymous with Newark and we could do that too with Bradley Beach latino culture. We don't need to go to Carteret to bring in these people. We should bring people here and show them what we have to offer. Proposed date is 9/14. Hispanic heritage month starts the 15th.

Mark agreed the first year in 2019 was a great event, offered food, entertainment. We should have something like that again. Andres agrees. Tourism decided to go forward with the idea.

Talked about the Halloween Decorating Contest that went well. Amy H talked back to the Green Fair moved it to 4/21. All town commissions, organizations, etc. Good for environmental tourism. Showing other areas what we do here. We are a pretty green town, we have a great shared tree and environmental commission. Amy H is working to get the reptile truck from the park system and maybe a rock climbing wall. Maybe this year we add a little pizzazz.

Public Comment:

Councilwoman Denote said the commission is doing a great job. Courtney Pappas from rec said for the tree lighting the rec will be doing a craft.

Andres asked about utilizing the park area on 2nd avenue. If we could use that area for an event. Asked if we ever had an event. One point Amy H talked about doing a truck and park around the square. Haven't used it for events. We have to talk to the town, police as far as parking and traffic. Amy H said use Riley as much as we can because it's immediate to the businesses. She didn't think we needed to branch out that far and we could certainly ask. Could be a fun place to do a movie in the park.

Next years date approval.

Meeting adjourned: 11:15am

Respectfully submitted by Tourism Director, Amy Hall