

**GREATER WILDWOODS TOURISM IMPROVEMENT & DEVELOPMENT AUTHORITY  
WILDWOODS CONVENTION CENTER**

**REGULAR MEETING, THURSDAY, MARCH 17, 2011**

**Part I - OPERATIONS**

**GWTIDA as agent for NJSEA**

Call to Order: The Meeting was called to order by Chairperson, Mrs. Franco at 6:00 p.m. Salute to flag.

The Open Public Meetings Act was read by our Chairperson, Mrs. Franco.

**Roll Call:**

|              |         |                |         |
|--------------|---------|----------------|---------|
| Mrs. Franco  | Present | Mrs. Erceg     | Absent  |
| Mr. Johnson  | Present | Mr. Reidenbach | Present |
| Mr. Morey    | Present | Mr. DelMonte   | Present |
| Mrs. Crossen | Present | Ms. Ostrander  | Present |
| Mr. Montello | Present | Mr. Patterson  | Present |

Also present were Mr. Siciliano, Ms. Feketics, Ms. Trapp, Mr. McNicholas, Mr. Rose, Mr. Lynch, Mr. Federici and Mr. April.

**A. Approval of Minutes**

**Mr. Reidenbach made a motion to approve the minutes from January 20, 2011, second by Mr. Johnson.**

Roll Call:

|              |     |                |        |
|--------------|-----|----------------|--------|
| Mrs. Franco  | Yea | Mrs. Erceg     | Absent |
| Mr. Johnson  | Yea | Mr. Reidenbach | Yea    |
| Mr. Morey    | Yea | Mr. DelMonte   | Yea    |
| Mrs. Crossen | Yea | Ms. Ostrander  | Yea    |
| Mr. Montello | Yea | Mr. Patterson  | Yea    |

**Motion was moved and approved.**

**B. Public Comment**

Nothing.

**C. Executive Director's Report**

Included in the board packet were:

- Administration Update – February and March 2011
- Finance Update – February and March 2011
- Housing Update – February and March 2011
- Marketing/Public Relations Update – February and March 2011
- Sales Update – February and March 2011
- SMG Update – February and March 2011
- WellBread Update – February and March 2011

Mr. Siciliano stated that staff would be happy to answer any questions.

Mr. Johnson had questions regarding sources of revenues for 1.85% tax and TDF. The condos are not paying their fair share. We need to keep the hall going in the direction it has been going. Mrs. Franco stated that an Appropriations Committee meeting will be held shortly. Mr. Siciliano has written letters to two municipalities whose TDF's were not up to where they were last year, and there will be a follow through with that. Mr. Johnson further commented that the GWTIDA funds each municipality \$30,000 to assist cities in collection of those funds.

Mr. Siciliano stated that the TDF issue is a 2-pronged approach. TDF monies come in and they are earmarked for events. However, they are also the basis for the split between the municipalities getting the beach offset payment. So, if for some reason that percentage fell below 50% of the 1.85% collected, that would affect how much money each municipality gets also. The historical fund balance for 10 years was discussed. One of the things that we continue to reiterate is why it is important for us to have the condos contributing to the 2% tax, is that as this building is getting older, it costs us more and more every year for upkeep, maintenance and equipment, and in 2001 we came into this building with a \$9.7 million maintenance reserve, and came out of 2010 with a \$7.7 million maintenance reserve. \$2 million has come out of the reserve in the past 10 years. We have not had the ability to put any money back into the fund over the last few years, and over time, we will see that have a bigger impact.

Mr. Johnson complimented Mr. McNicholas on his graphs and chart in the Finance Update.

Mr. Siciliano informed the Board that on March 29<sup>th</sup> at 3:00 p.m., the Wildwoods Convention Center will be presenting a 2010 Season Recap and 2011 Season Forecast. Mr. Johnson stated that Mr. Siciliano, Mr. Rose and Mr. Lynch do a phenomenal job in letting the public know just what the facility does for the town.

Mrs. Franco discussed the article in the Atlantic City Press, which was very well written. Mr. Siciliano, Mr. Lynch and Mr. Rose covered a lot of topics, and commended them for getting the information out. There is another theory that we might be putting on the table to get our message out. When that plan is finalized, it will be brought to the entire board. Great job done by all. Mr. Reidenbach stated that for the first time in a long time, many people commented positively on the article. It was long overdue and worked. Mr. Reidenbach suggested that perhaps it should be done every few years. Mr. McNicholas also commented that he received positive comments.

Mr. Johnson had questions regarding the Gatsby Salon's participation in the Bridal Fair, which were answered by Mr. Rose. Mr. Siciliano stated that in 2010 we had 131 brides register, and we have 247 pre-registered brides this year.

Mrs. Franco commented that the Food Network is still airing the Dinner Impossible show that taped during the Roller Derby and how wonderful it is. Mr. Johnson stated that Maui's Dog House has signed a contract with the Food Network, and they will be filming this summer.

Mr. Lynch stated that a Cheerleading event was just booked in the hall for August 2011, and the Lifetime Network may also be coming to the Wildwoods. The Sales Department is extremely busy with contracts and working on new business.

Entertainment is being finalized as well. A Gospel concert has been booked for June 25<sup>th</sup>. Through Mr. Reidenbach, discussions are being held with Jim Ridgway to get some entertainment or possible tribute bands into the building. Globetrotters will be in the building from August 10<sup>th</sup>-13<sup>th</sup> and family 4-pack will be available again this year. They have been in business for 80 years and have played all over the world. The Wildwoods Convention Center made their list of top 80 events. Mr. Lynch will work with Mr. Rose to share the news with the community and media. We should be very proud of that. Also, Mr. Hume, who does the flag raising at Sunset Point, has asked the Wildwoods Convention Center to participate in a Patriot Flag Ceremony. The 57x30 flag will visit 50 states in 50 weeks, leading up to the 10<sup>th</sup> Anniversary of September 11<sup>th</sup>. It will honor all 1<sup>st</sup> and 2<sup>nd</sup> responders from New Jersey that were at ground Zero, EMT Charles Giles, Janice Pansini-Gomez, spouse of first responder FDNY Paul Pancini, who was lost during 9/11, Joanne Renzi, the sister of Captain Victor Saracini, pilot of Flight 175, and Andy Alamo. The ceremony will be held on March 30<sup>th</sup> at 10:00 a.m., and the flag will be permanently displayed at ground Zero. There will be a plaque placed at ground Zero naming all of the facilities that housed the flag.

Mr. Federici stated that Chef Drew will be leaving his position on April 15th.

**Correspondence/Communication:** Nothing.

**Motions:** None.

#### **D. Chairperson's Report**

##### **Committee Reports:**

- **Buildings and Grounds** – Mr. Reidenbach stated that minutes were included in the packet. Mrs. Franco also asked that the Safety and Security Meeting minutes also be included in the packet. That committee has always met and those minutes will now be shared.
- **Finance** – Mr. Siciliano stated that the Appropriations Committee will resume.
- **Housing** – Mrs. Crossen stated that there was nothing to add at this time.
- **Staffing** – Mr. Siciliano stated that Bud Morey has left for another position in the area and Chef Drew has resigned and had accepted a position in the area. His last day of employment will be April 5<sup>th</sup>.

**Old Business:** Nothing.

**New Business:** Ms. Ostrander stated that our DMO had a table at the Philadelphia Flower Show on Saturday. There were 12 cases of Wildwoods Calendar of Events for distribution, and they ran out of them from the previous afternoon by 9:30 a.m. Mr. Siciliano received a call and drove up to the show with 12 additional cases of calendars. The amount of people at the show was phenomenal. Thank you to Mr. Siciliano and Mr. Rose.

Mrs. Franco mentioned our new billboard at the Walt Whitman Bridge, which is in a

great location and will have a nice impact on us.

**Policies/Procedures:** Nothing.

**Correspondence/Communication:** Nothing.

E. **Final Public Comment** – Nothing.

F. **Executive Session** – Nothing.

G. **Any matter of immediate attention**  
Nothing.

H. **Motion to go into the GWTIDA/Advertising portion of the meeting.**

**Mrs. Crossen made a motion to go into the GWTIDA portion of the meeting, second by Mr. Johnson.**

Roll Call:

|              |     |                |        |
|--------------|-----|----------------|--------|
| Mrs. Franco  | Yea | Mrs. Erceg     | Absent |
| Mr. Johnson  | Yea | Mr. Reidenbach | Yea    |
| Mr. Morey    | Yea | Mr. DelMonte   | Yea    |
| Mrs. Crossen | Yea | Ms. Ostrander  | Yea    |
| Mr. Montello | Yea | Mr. Patterson  | Yea    |

**Motion moved and approved.**

Respectfully,

Fran Feketics  
Board Secretary

**GREATER WILDWOODS TOURISM IMPROVEMENT & DEVELOPMENT AUTHORITY  
WILDWOODS CONVENTION CENTER**

**REGULAR MEETING, THURSDAY, MARCH 17, 2011**

**Part II – GWTIDA/Advertising and Promotions**

**A. Approval of Minutes**

The Meeting Minutes from January 20, 2011 were approved.

**B. Public Comment**

Nothing.

**C. Executive Director’s Report**

**Department Updates** – Included in the board packet was an Events Department Update and a Finance Department Update for February and March 2011. There were no questions.

Ms. Trapp discussed the new kite convention, scheduled for October 1<sup>st</sup>. The world’s largest kite, an American flag, will be present in the Wildwoods at that time.

The Mardi Gras Festival will not happen for 2011 however, they will try to work with the BID to make it a weekly event on Pacific Avenue in 2012.

**Correspondence/Communication** – Nothing.

**Motions:**

**Mr. Johnson made a motion to approve the bill list in the amount of \$161,205.10, second by Mrs. Crossen.**

**Roll Call:**

|              |     |                |        |
|--------------|-----|----------------|--------|
| Mrs. Franco  | Yea | Mrs. Erceg     | Absent |
| Mr. Johnson  | Yea | Mr. Reidenbach | Yea    |
| Mr. Morey    | Yea | Mr. DelMonte   | Yea    |
| Mrs. Crossen | Yea | Ms. Ostrander  | Yea    |
| Mr. Montello | Yea | Mr. Patterson  | Yea    |

**Motion moved and approved.**

**Mr. Johnson made a motion to adopt the proposed amended GWTIDA By-Laws to delete specific listing of committees and instead read “Committee Reports”, second by Mr. Patterson.**

**Roll Call:**

|              |     |                |        |
|--------------|-----|----------------|--------|
| Mrs. Franco  | Yea | Mrs. Erceg     | Absent |
| Mr. Johnson  | Yea | Mr. Reidenbach | Yea    |
| Mr. Morey    | Yea | Mr. DelMonte   | Yea    |
| Mrs. Crossen | Yea | Ms. Ostrander  | Yea    |

Mr. Montello

Yea

Mr. Patterson

Yea

**Motion moved and approved.**

**D. Chairperson's Report**

**Committee Reports:**

- **Advertising:** Mr. Johnson reported that the minutes of the Advertising Committee meeting on December 16<sup>th</sup> were included in the packet. There were no questions. We are very excited about the new billboard on the Walt Whitman Bridge. It's a great location. The billboard signs will include the award "Best Beach Town in America". Our logo has been out long enough that the "W", also included on the sign, is recognizable. Our website is also listed at the bottom of the sign. All of the awards that we have received are now listed on our site, and links to organizations backing up the awards are reachable. Thank you to Ms. Trapp, Mr. Rose and Mr. Lynch for working on the Memorial Day Weekend event. Next year will hopefully be even bigger and we will get more involved in where it goes. Calendar of Events are in and laminated calendars will be in shortly. There is still a need to do something with the condos not paying their fair share, and we, as a committee, need to get on top of that and see what we can do. The municipalities can be a part in assisting in upgrading those rates so that they are paying their fair share. Mr. Siciliano mentioned that he attended a roundtable discussion with Freeholder Sheppard. The Ocean City Tourism Dept. is made up of realtors, and they have a positive outlook for 2011. High rental rates or percentages and are looking forward to a great year. The trend is settled that people are not just looking for hotels anymore, but are now looking for condo, house or apartment. Suite type mentality is pretty big right now. Our 2% tax is holding it's own but the State of NJ is missing the boat by excluding those rentals. We need to continue to look at this issue. 40% of rentals coming into the Wildwoods are non-hotel properties. Mr. Johnson then discussed the QR code that is on the cover of our Calendar of Events. If you have a smartphone, you can use your barcode reader to scan the QR code, and play the Wildwoods commercial. The QR code will also be on our posters and printed pieces as well. Technology is moving forward. We would like to try to get onto some of the apps that exist. Mr. Johnson also reported that we have contracted for our commercial to play on supermarket checkout TVs.
- **Appropriations:** Mrs. Franco stated that the committee will meet shortly.
- **Finance:** Mr. Siciliano stated that there is nothing further to report.
- **Staffing:** Mrs. Franco state that there is nothing further to report.
- **Strategic Planning:** Mr. Siciliano discussed v-zone. All proposals that have been put in for necessary work have been signed. Hatch, Mott, MacDonald will begin work on March 28<sup>th</sup>.
- **Housing:** Mrs. Crossen stated that there is nothing further to report.

- o **Entertainment/Sales:** Mrs. Franco stated that minutes were included in the packet. Another meeting will be scheduled.

**Old Business** – Mrs. Franco asked that the Board review the history of the 1.85% tax. We would like to have an audit, however cannot get a correlation from the Treasury Department. Differences between 2009 and 2010 were discussed.

**New Business** – Mr. Siciliano discussed American Pride Day, which will be held on June 4<sup>th</sup>. There will be a 4-page insert in the paper and information will also be inserted into the April-May mailing.

**Policies/Procedures** – Nothing.

**Correspondence/Communication** – Nothing.

**E. Final Public Comment** – Nothing.

**F. Executive Session**  
Nothing.

**G. Any matter of immediate attention**  
The next GWTIDA Board Meeting will be held one week earlier than usual, on Thursday, April 14, 2011. All committee meetings will also be held one week earlier than usual.

**H. Motion to Adjourn**  
**Mr. Johnson made a motion to adjourn, second by Mrs. Crossen.**

Roll Call:

|              |     |                |        |
|--------------|-----|----------------|--------|
| Mrs. Franco  | Yea | Mrs. Erceg     | Absent |
| Mr. Johnson  | Yea | Mr. Reidenbach | Yea    |
| Mr. Morey    | Yea | Mr. DeMonte    | Yea    |
| Mrs. Crossen | Yea | Ms. Ostrander  | Yea    |
| Mr. Montello | Yea | Mr. Patterson  | Yea    |

**Motion moved and approved.**

Respectfully Submitted,

Fran Feketics  
Board Secretary