

GREATER WILDWOODS TOURISM IMPROVEMENT & DEVELOPMENT AUTHORITY
WILDWOODS CONVENTION CENTER

REGULAR MEETING, THURSDAY, FEBRUARY 20, 2014

Part I - OPERATIONS

GWTIDA as agent for NJSEA

Call to Order: The Meeting was called to order by Vice-Chairperson, Mr. DeMonte at 6:00 p.m.

Salute to flag.

The Open Public Meetings Act was read by Mr. DeMonte.

Roll Call:

| | | | |
|----------------|---------|---------------|---------|
| Mr. Byrne | Absent | Mr. Patterson | Present |
| Mr. DeMonte | Present | Mr. Barnabei | Present |
| Mr. Reidenbach | Absent | Ms. Murphy | Present |
| Mr. Morey | Absent | Mr. Greenland | Present |
| Mr. Montello | Present | Ms. Hanlon | Absent |

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

A. Approval of Minutes

The minutes of January 20, 2014 could not be approved.

B. Public Comment

Nothing.

C. Executive Director's Report

Included in the board packet were:

- Administration Update – February 2014
- Finance Update – February 2014
- Housing Update – February 2014
- Sales Update – February 2014
- SMG Update – February 2014
- Delaware North Update – February 2014

Mr. Greenland had a question on the 2013 Tourism Tax report in the Finance Department update, which was answered by Mr. Siciliano.

Mr. Patterson had a question regarding a call made to Mr. Hasenbalg regarding the hotel project referenced in the Administrative Update, which was answered by Mr. Siciliano. The purpose of the call was to bring NJSEA up to speed on the project, give a history and discuss what we need to take their building to the next level. There are some obstacles that need to be overcome in order to do an RFP. Mr. Hasenbalg would like to host a meeting in Trenton in March to have the proper organizations in the room. We are currently waiting for information from Michael Zumpino of Triad Associates who is working on identifying sources of funding for

us to put together the RFP process and possibly some other incentives. This would be a catalytic and transformative project which meets the criteria for certain grant programs. We are excited about the meeting and about NJSEA being a partner with us.

Ms. Murphy had a question on the meeting discussed in the Administrative Update regarding the Greater Wildwood Chamber of Commerce packaging with hotels, which was answered by Mr. Siciliano. They would like to do a packaging expo in our facility for hoteliers.

Correspondence/Communication: A thank you letter from the Greater Wildwood Jaycees was included in the packet, thanking us for our participation in the Christmas Parade.

Motions:

None.

D. Chairperson's Report

Mr. DelMonte stated that Mr. Byrne's update was included in the packet. There were no questions.

Committee Reports:

- **Buildings and Grounds** – Mr. Greenland reported that there were some issues on the Boardwalk with the Dog Show. The committee will look into ways to resolve the issues before next year's event.

Mr. DelMonte had questions on the 2014 Capital Project involving our parking lots. Mr. Siciliano replied that we are looking into revamping our parking system, and options are being researched.

Mr. Greenland also reported that there is evidence of mold in the building, and it is being reviewed.

Mr. Siciliano reported that John Pino, our Chief Engineer, has handed in his retirement notice, effective August 1st. We wish him the best. The building is what it is, in a lot of respects, due to the work John Pino has done in the facility. He has been grooming Dale Frey, who has been with us for 1 year, and is very capable of moving into the position.

Old Business: Nothing.

New Business: Nothing.

Policies/Procedures: Nothing.

Correspondence/Communication: Nothing.

E. **Executive Session**

Nothing.

F. **Any matter of immediate attention** - Nothing.

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

Ms. Murphy made a motion to go into the GWTIDA portion of the meeting, second by Mr. Patterson.

Roll Call:

| | | | |
|----------------|--------|---------------|--------|
| Mr. Byrne | Absent | Mr. Patterson | Yea |
| Mr. DelMonte | Yea | Mr. Barnabei | Yea |
| Mr. Reidenbach | Absent | Ms. Murphy | Yea |
| Mr. Morey | Absent | Mr. Greenland | Yea |
| Mr. Montello | Yea | Ms. Hanlon | Absent |

Motion was moved and approved.

Respectfully,



Frances Feketics
Board Secretary

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Part II – GWTIDA/Advertising and Promotions

A. Approval of Minutes

The minutes of January 20, 2014 could not be approved.

B. Executive Director's Report

Department Updates – Included in the board packet were:

Events Department Update – February 2014

Finance Department Update – February 2014

Marketing/Public Relations Update – February 2014

Mr. Siciliano stated that Mr. McNicholas is waiting to receive a call from the auditors to schedule their annual audit. Also, there was a meeting today regarding the potential Farmer's Market, and we expect to get something in writing shortly.

Mr. Rose reported that Sports Illustrated did a photo shoot in Cape May County this summer at several locations. The "Wildwoods" sign photo got a 2-page spread in the Swimsuit Issue magazine, giving the Wildwoods great exposure.

Mr. Patterson had questions regarding the difference between Harmelin Media and Signature Communications, which were answered by Mr. Rose.

Mr. Lynch stated that from the last board meeting until now, there were 6 events, bringing in 12,500 people to the island, generating 80,000 dining opportunities, totaling \$604,000 in economic impact. Parking for Futsal and wrestling was discussed. Mr. Patterson commented on the nice press received on our donation of the basketball floor to Cape Christian Academy. Mr. Lynch reported that we have use of 2 new basketball floors.

Correspondence/Communication – Included in the packet was a letter from Mr. April to Ms. Darcy-Bittner of the City of Wildwood regarding beach user fees.

Motions:

Mr. Greenland made a motion to approve the bill list in the amount of \$238,545.86, second by Mr. Montello.

Roll Call:

| | | | |
|----------------|--------|---------------|--------|
| Mr. Byrne | Absent | Mr. Patterson | Yea |
| Mr. DelMonte | Yea | Mr. Barnabei | Yea |
| Mr. Reidenbach | Absent | Ms. Murphy | Yea |
| Mr. Morey | Absent | Mr. Greenland | Yea |
| Mr. Montello | Yea | Ms. Hanlon | Absent |

Motion was moved and approved.

Mr. Siciliano stated that when the Board approved the GWTIDA Board Meeting Schedule in December, we did not know that the NJ Conference on Tourism was scheduled for March 20th, which is the date of the March Board Meeting. Mr. Siciliano spoke with Mr. Byrne, and would like to move the March meeting from Thursday, March 20th to Wednesday, March 19th. The Board asked Mr. Siciliano to email the Board of their availability for March 19th.

Mr. Patterson made a motion to move the March GWTIDA Board Meeting from Thursday, March 20th to Wednesday, March 19th at 6:00 p.m., pending confirmation of a quorum, giving proper notice, due to the New Jersey Conference on Tourism being scheduled for March 20th, second by Ms. Murphy.

Roll Call:

| | | | |
|----------------|--------|---------------|--------|
| Mr. Byrne | Absent | Mr. Patterson | Yea |
| Mr. DelMonte | Yea | Mr. Barnabei | Yea |
| Mr. Reidenbach | Absent | Ms. Murphy | Yea |
| Mr. Morey | Absent | Mr. Greenland | Yea |
| Mr. Montello | Yea | Ms. Hanlon | Absent |

Motion was moved and approved.

C. Chairperson's Report

Committee Reports:

- **Advertising:** Ms. Murphy stated that the report was included in the packet and highlighted several items that were discussed at the meeting including the billboards and print ads, which are moving forward. The Bobby Rydell Icon Wall, which we will be unveiling at the Unlocking of the Ocean. The billboard was presented to the Board, which will play on the emotions of the consumer. This will be unveiled to the public in March. We will have a new song in our campaign, which takes the existing Wildwood Days song and makes it more upbeat and contemporary. Our commercial is in process, with the actors completing the first segment.
- **Special Events:** Mr. DelMonte discussed the Wildwoods International Festival, which will potentially be held during the last weekend in May on Atlantic Avenue and include foods, music, etc. from different countries.

Old Business – Nothing.

New Business – Nothing.

Policies/Procedures – Nothing.

Correspondence/Communication – Included in the packet was a thank you letter from Ralph Johnson.

D. Public Comment – Nothing.

E. **Executive Session** - None.

F. **Any matter of immediate attention**

The next GWTIDA Board Meeting will be held on Thursday, February 20, 2014.

G. **Motion to Adjourn**

Mr. Montello made a motion to adjourn, second by Mr. Greenland.

Roll Call:

| | | | |
|----------------|--------|---------------|--------|
| Mr. Byrne | Absent | Mr. Patterson | Yea |
| Mr. DelMonte | Yea | Mr. Barnabei | Yea |
| Mr. Reidenbach | Absent | Ms. Murphy | Yea |
| Mr. Morey | Absent | Mr. Greenland | Yea |
| Mr. Montello | Yea | Ms. Hanlon | Absent |

Motion was moved and approved.

Respectfully Submitted,



Frances Feketics
Board Secretary