

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

**REGULAR MEETING, THURSDAY, JULY 19, 2012**

**Part I - OPERATIONS  
GWTIDA as agent for NJSEA**

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

Salute to flag.

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

Mr. April read a letter of resignation received from Mrs. Betty Crossen, which was addressed to Mayor Henfey.

**Roll Call:**

Mr. Byrne	Present	Mr. Montello	Present
Mr. DelMonte	Present	Mr. Patterson	Present
Mr. Reidenbach	Present	Mr. Barnabei	Absent
Mr. Morey	Present	Ms. Hanlon	Absent

Also present were Mr. Siciliano, Mr. McNicholas, Mr. Rose, Ms. Trapp, Mr. Federici, Ms. Feketics, Mr. April and Ms. Christie Rotunda from the Wildwood Leader.

**A. Approval of Minutes**

**Mr. DelMonte made a motion to approve the minutes from June 21, 2012, seconded by Mr. Patterson.**

Roll Call:

Mr. Byrne	Yea	Mr. Montello	Yea
Mr. DelMonte	Yea	Mr. Patterson	Yea
Mr. Reidenbach	Yea	Mr. Barnabei	Absent
Mr. Morey	Yea	Ms. Hanlon	Absent

**Motion was moved and approved.**

**B. Executive Director's Report**

Included in the board packet were:

Administration Update – July 2012

Finance Update – July 2012

Housing Update – July 2012

Marketing/Public Relations Update – July 2012

Sales Update – July 2012

SMG Update – July 2012

Delaware North Update – July 2012

Mr. Patterson accepts Betty Crossen's letter of resignation with regret.

Mr. Siciliano stated that the Solar Project Unveiling will be held on Tuesday, June 24<sup>th</sup> at 11:00 a.m. A video of the project will be shown throughout the ceremony.

Mr. Siciliano discussed the 2% tax collections. We are 41% over plan, ahead of what we budgeted, and \$75,000 ahead of where we were this time last May.

Mr. Byrne discussed the fact that parking is up 15%. The Kenney Chesney concert as well as Memorial Day Weekend helped to increase those numbers.

Overall, we had a good spring. Our 2% collections are up, parking is up, and we are off to an overall good season and good start. More food and beverage is weighing in, and we are ahead through May.

There were no questions on the Executive Director's Report.

**Correspondence/Communication:** Nothing.

**Motions:**

None.

**C. Chairperson's Report**

Mr. Byrne gave an overview of his report and discussed events and meetings attended throughout the month. It has been a very busy month with a lot going on.

Crest Savings Bank presented the convention center with a check and a photo was taken, for their sponsorship of the Starlight Ballroom sign.

**Committee Reports:**

- **Buildings and Grounds** – Mr. Byrne reported on the Buildings and Grounds Committee meeting held on July 12<sup>th</sup>. The unveiling of the Solar Project has been scheduled for July 24<sup>th</sup> at 11:00 a.m. Now that our building is 10 years old, we are doing a lot of preventative maintenance work. Wi-Fi is also up and running in the building, year-round.

**Mr. Barnabei arrived at 6:15 p.m.**

Mr. Siciliano read the email regarding Chiller #1. We were able to switch out electrical gear to upgrade and get \$3,500 for old parts. Hats off to our crew for their work on upkeep and maintenance of the building.

- **Entertainment & Sales** – Mr. Montello reported that the committee is currently working on the 10<sup>th</sup> Anniversary Gala for the Wildwoods Convention Center. We should have numbers from Mr. Federici available next week. Wild 100 Concert, scheduled for Sunday, August 19<sup>th</sup> was discussed. The acts are comprised of both Disney and Nickelodeon bands, and an attendance of 5,000 would be phenomenal. A Journey tribute band is scheduled for Saturday, August 18<sup>th</sup> in Fox Park.

Mr. Morey discussed the success of the Kenny Chesney concert. It was a very positive event. He also asked if there is any hope of potential concerts in the future. Mr. Siciliano responded yes, however not for this summer. Comments have been made through individuals involved that we are definitely now on the map.

**Old Business:** Nothing.

**New Business:** Nothing.

**Policies/Procedures:** Nothing.

**Correspondence/Communication:** Nothing.

**D. Executive Session** – Nothing.

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

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

**Mr. Reidenbach made a motion to go into the GWTIDA portion of the meeting, second by Mr. DelMonte.**

Roll Call:

Mr. Byrne	Yea	Mr. Montello	Yea
Mr. DelMonte	Yea	Mr. Patterson	Yea
Mr. Reidenbach	Yea	Mr. Barnabei	Yea
Mr. Morey	Yea	Ms. Hanlon	Absent

**Motion was moved and approved.**

Respectfully,

Fran Feketics  
Board Secretary

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WILDWOODS CONVENTION CENTER**

**REGULAR MEETING, THURSDAY, JULY 19, 2012**

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

**A. Approval of Minutes**

The minutes from the June 21, 2012 meeting have been approved.

**B. Executive Director's Report**

**Department Updates** – Included in the board packet was an Events Department Update and a Finance Department Update for July 2012.

There were no questions.

**Correspondence/Communication** – Mr. Byrne discussed a letter that was sent to the City of Wildwood regarding the Foam & Glow event. We talked about the image that we wanted to present as GWTIDA, and felt that it was within our realm to comment on island-wide events that happen within our borders. We wanted to let the city know that the event was not quite in tune to where we are going. We didn't feel the event promoted the type of resort we want to promote. Mr. Byrne and Mr. Siciliano felt that the letter was necessary to be sent.

**Motions:**

**Mr. Patterson made a motion to approve the bill list in the amount of \$206,525.64, second by Mr. DeMonte.**

**Roll Call:**

Mr. Byrne	Yea	Mr. Montello	Yea
Mr. DeMonte	Yea	Mr. Patterson	Yea
Mr. Reidenbach	Yea	Mr. Barnabei	Yea
Mr. Morey	Yea	Ms. Hanlon	Absent

**Motion was moved and approved.**

**C. Chairperson's Report**

**Committee Reports:**

- **Advertising:** Mr. Siciliano reported that a meeting was held before the board meeting. We are getting ready for next year. Potential event billboards in the county were discussed, as well as some potential changes to our website. The 10 Show will tape in the facility on Wednesday, and the Solar Project Unveiling will be held on Tuesday, July 24<sup>th</sup>.

- **Appropriations:** Mr. Byrne stated that the committee met with the Mayors and the Mayors have been asked for a resolution regarding additional revenue. We will keep the board apprised. Mr. Siciliano and Mr. Byrne are also ready to meet with Senator Van Drew in the very near future.
- **Special Events:** Mr. DeMonte stated that a meeting was held before the board meeting. A concert will be held to end the City of Wildwood Centennial, and will include Chubby Checker, the Trampys, and Charlie Gracie. We have also agreed to funding fireworks after the concert. Two meetings were held regarding the Celebration of Heroes event. The committee likes and would like to continue the event, although move it to VFW weekend, shifting the focus to when veterans are already here. We think we can tackle the event ourselves, as the staff did such a great job with the event in 2012. If we can get a sponsor, we will do a concert. Mr. Morey commented on the significance of the US Coast Guard during the event. He stated that their graduations, which are held year round, bring 40,000 visitors to the area.
- **Strategic Planning:** Mr. Morey discussed the hotel report and the fact that we are working on getting the v-zone removed. There are also some abatement issues. Rio Grande Avenue improvement study was discussed. Stokes Architecture has been hired to do concept work, which may be ready for the committee by end of next week.

Mr. Morey asked whether or not it could be a function of GWTIDA to get inputs by month in order to have a strong measurement function. It would be nice to have real numbers instead of having to guess. Perhaps the county could take on that task. They may already have a base to work with. This topic will be discussed at the next Strategic Planning Committee.

Mr. Byrne reported that that the county asked GWTIDA to look at the Rio Grande Avenue improvement project. He and Mr. Siciliano met with Mayor Troiano. Addresses of affected businesses were obtained, and the convention center will host a meeting with those businesses, with the convention center being a liaison. Some drawings will be presented. It is a very comprehensive project and the committee is impressed with Dale Foster, county engineer.

Mr. Reidenbach had a question on the v-zone issue. Mr. Byrne replied that the City of Wildwood needs an ordinance. The first reading of the ordinance was in October 2011. The ordinance has been offered for second reading; however, people have to be noticed for a public hearing before the second reading.

Mr. Siciliano added that the engineers did a study, and did all the necessary calculations to get the area from Montgomery to Burk Avenues out of the v-zone. We are not sure yet of Burk to Cresse Avenue. The Dr. Weggel report was conducted in August 2011. We hope that an update will not be required since almost 1 year has gone by.

Mr. Morey discussed a letter of support that GWTIDA was asked to write by the City of Wildwood regarding their proposed ice rink. We wanted to refer

back to the 2015 Plan in terms of open space. That project in terms of recreation and open space, as a satellite project in and of itself, our feeling is that in conjunction with a continued commitment to work on long-term strategic parking downtown, with WBID and WSID, that it was safe grounds to support the project. It is important for the 2015 Plan to continue to be used in dialogue.

Mr. Reidenbach also had questions on the project at the Cresse Avenue ramp. There is no update available at this time.

**Old Business** – Nothing.

**New Business** – Nothing.

**Policies/Procedures** – Nothing.

**Correspondence/Communication** – Nothing.

**D. Public Comment** – Nothing.

**E. Executive Session**  
Nothing.

**F. Any matter of immediate attention**  
Mr. Byrne stated that the next GWTIDA Board Meeting will be held on Thursday, August 16, 2012. The annual Re-Organization will begin at 6:00 p.m. followed by the regular Board Meeting.

**G. Motion to Adjourn**  
**Mr. Montello made a motion to adjourn, second by Mr. Patterson.**

Roll Call:

Mr. Byrne	Yea	Mr. Montello	Yea
Mr. DeMonte	Yea	Mr. Patterson	Yea
Mr. Reidenbach	Yea	Mr. Barnabei	Yea
Mr. Morey	Yea	Ms. Hanlon	Absent

**Motion was moved and approved.**

Respectfully Submitted,

Fran Feketics  
Board Secretary