

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

**REGULAR MEETING, THURSDAY, AUGUST 19, 2010**

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

Call to Order: The Meeting was called to order by Chairperson, Mrs. Franco at 6:20 p.m.

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

**Roll Call:**

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

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

Mrs. Franco acknowledged the foresight to bring the convention center to the Wildwoods, and have it located on our oceanfront took a lot of hard work. The road we all traveled was bumpy, the roadblocks were many, and the hurdles were high. I would certainly do it all over again. I want to assure you that there is never a time that I do not think of this building as a success for this island. What an asset the convention center is to the community, because of the Board, the staff, and many others in the community. Thank you for all you have done to move forward and I hope we continue to do this for the future of our children and grandchildren. Thank you.

**A. Approval of Minutes**

**Mrs. Erceg made a motion to approve the minutes from July 15, 2010, second by Mr. Johnson.**

**Roll Call:**

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

**Motion was moved and approved.**

**B. Public Comment**

Nothing.

**C. Executive Director's Report**

Included in the board packet were:

- Administration Update – August 2010
- Finance Update – August 2010
- Housing Update – August 2010
- Marketing/Public Relations Update – August 2010
- Sales Update – August 2010
- SMG Update – August 2010
- WellBread Update – August 2010

Mr. Siciliano stated that there is one contractual matter that will be discussed in Executive Session with regards to the Solar Project for the Wildwoods Convention Center.

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

Mr. Federici stated that everything is going well and discussed a typo in his update, and the cup price for a 32 oz. soda for WWE should be \$6. Chair covers were also discussed. Covers will be custom-made instead of rented.

Ms. Kane invited members of the Board to view the new lights in the Exhibit Hall. The project is now complete. Thermal curtain in refrigerators was also discussed. The addition of the curtain will keep the temperature where it needs to be, with the doors being opened throughout the day. Mrs. Franco thanked Ms. Kane and Mr. Federici for all they do.

Mr. Lynch stated that he is proud to be an employee of the building. Mr. Siciliano lets everyone do their jobs. We all work very well together and all runs smoothly, because of John Siciliano. Thank you to all. There are 42 groups on books in September and October. We are busy through the end of October. Fall Events and Country Weekend was discussed, and the staff is also working on spring events.

Mr. Rose discussed the increase in vacation packet requests for July. People are making travel plans closer to when they go on vacation. Hard copy is still relevant to guests. NJTIA, New Jersey Travel Industry Association was also discussed.

**Correspondence/Communication:** Nothing.

**Motions:**

Mr. Siciliano explained that currently, SMG is in the third year of our 3-year contract with an option for a 2-year extension. We are satisfied with the company to move forward and SMG is willing to take part in exercising the extension.

**Mr. Johnson made a motion to exercise option to extend SMG contract for 2-year period, commencing on January 1, 2011 and expiring on December 31, 2012, second by Mrs. Franco.**

Roll Call:

Mrs. Franco	Yea	Mrs. Erceg	Yea
Mr. Johnson	Yea	Mr. Reidenbach	Yea
Mr. Morey	Absent	Mr. DelMonte	Yea

Mrs. Crossen	Yea	Ms. Ostrander	Yea
Mr. Montello	Yea	Mr. Patterson	Absent

**Motion moved and approved.**

Mr. Siciliano discussed that new lights have been installed in the Exhibit Hall. New hardware we had put in for our phone system. The old equipment needs to be disposed of, and we will need a motion to dispose of those items by auction, at govdeals.com. The resolution was included in the board packet:

**Mr. DeMonte made a motion to authorize the disposal of surplus equipment via auction at govdeals.com, second by Mrs. Crossen.**

Roll Call:

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

**Motion moved and approved.**

**D. Chairperson’s Report**

**Committee Reports:**

- **Buildings and Grounds** – Mr. Reidenbach reported that minutes were included in the packet.
- **Finance** – Mrs. Erceg stated that there is nothing further to report at this time.
- **Housing** – Mr. Crossen stated that there is nothing further to report at this time.
- **Staffing** – Mrs. Franco thanked all the staff for all they do and stated that there is nothing further to report at this time.

**Old Business:** Nothing.

**New Business:** Ms. Ostrander discussed that the Lieutenant Governor met with Diane Wieland last week. Afterwards, the Lt. Gov. visited the Welcome Center and spoke with Ms. Ostrander. It was a positive meeting, and reiterated that GWTIDA is a well-oiled machine. It was a very positive visit. Mr. Johnson discussed the welcome center and thanked Ms. Ostrander for the unbelievable job they do at the center.

**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. Reidenbach.**

Roll Call:

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

**Motion moved and approved.**

Respectfully,

Fran Feketics  
Board Secretary

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WILDWOODS CONVENTION CENTER**

**REGULAR MEETING, THURSDAY, AUGUST 19, 2010**

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

**A. Approval of Minutes**

The minutes from July 15, 2010 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 August 2010. There were no questions.

Mr. Johnson discussed the Baby Parade and how phenomenal it was. Layout this year and follow through was great. Ms. Trapp and the committee does a wonderful job.

Mr. Siciliano discussed the Finance Update. In the Operations Side, the 2010 Tourism Tax was running 11% ahead of plan. The Room Assessment is running 3% behind plan. It will be interesting to see how the numbers work out because this initially indicates that restaurants are doing better than hotels this year. One is based strictly on rooms, and the other is on rooms and food & beverage.

**Correspondence/Communication** – Nothing.

**Motions:**

**Mr. Johnson made a motion to approve the Bill List in the amount of \$340,727.75, second by Mrs. Crossen.**

**Roll Call:**

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

**Motion moved and approved.**

**D. Chairperson's Report**

**Committee Reports:**

**Advertising:** Mr. Johnson reported that the minutes of the Advertising Committee meeting on July 15<sup>th</sup> were included in the packet. There were no questions. Mr. Johnson also discussed the presentation that was given to

the committee by Paramore-Redd for social media marketing, we have contracted with them, and we are now on Facebook. This replaces word of mouth. It is the latest way of contacting our customers. Mr. Johnson urged board members to join Facebook. Additional discussion ensued. Negativity will be handled by the people. The committee is looking at a database of 84,000 people for next year. Mr. Rose will send an email out to the Board when we are live on Facebook.

- **Appropriations:** Mrs. Erceg stated that there is nothing further to report.
- **Finance:** Mrs. Erceg stated that there is nothing further to report.
- **Staffing:** Mrs. Franco state that there is nothing further to report.
- **Strategic Planning:** Mr. Siciliano stated that there is nothing further to report.
- **Housing:** Mrs. Crossen stated that there is nothing further to report.

**Old Business** – Nothing.

**New Business** – Mrs. Franco discussed an article written by the Department of Education Chief to lengthen the school day and school year. Education is foremost in our society, and we want to make sure our children are well-educated and have all the time that they need in the schools. Anything we can do to improve education, it should be done. However, this does make our season shorter. When our schools go back August 23<sup>rd</sup>, and don't get out until June 15<sup>th</sup>, it can have a serious impact on tourism. Can we discuss with Mr. Schundler in a positive way the effects and impact this type of change could have on the economy of our state? Ms. Ostrander suggested that we speak with NJEA. The Board agreed. A letter from the Chairperson will be sent out that we want to be heard or be at the table to discuss the issue.

**Mr. Johnson made a motion to pursue a discussion with the NJEA regarding the above, second by Mr. Montello.**

Roll Call:

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

**Motion moved and approved.**

Mrs. Erceg had questions on the Cape May County push for the bill regarding hotel tax. Mr. Siciliano stated that the legislation being written by Assemblyman Reed Gusciora is legislation that finally has someone defining the taxable transaction correctly. He also spoke with Jonathan Atwood in the legislative offices of Senator Van Drew, Assemblyman Milam and Albano. He was not sure that this would move forward. Mr. April stated that he believes the only way that we can get this done is

with a court order. The bill would be ok in plain form, however this bill is different from what we are pursuing. It does not address sales tax at all. Mrs. Erceg is worried about our structure as it exists and us being affected in any way by any change being proposed. If there is something else put into legislation, we will be higher than anyone. Mr. Siciliano believes that this bill is extremely far from being in effect. We will continue to watch the situation.

**Policies/Procedures** – Nothing.

**Correspondence/Communication** – Nothing.

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

F. **Executive Session**

**Mr. Johnson made a motion to go into closed session for the reason of discussing possible litigation in connection with pending legislation and any matter the disclosure of which constitutes an unwarranted invasion of privacy, such as personnel matters, any matters involving the purchase lease or acquisition of real property with public funds, any pending litigation or contract negotiation other than covered by subsection (4) in which the body may become a party, any matter falling within Attorney/Client privilege, to the extent that confidentiality is required in order for the Attorney/Client to exercise his ethical duties as a lawyer and that after discussion are therefore no longer sensitive, the results of the discussions may be disclosed to the public following the adoption of a motion authorizing such disclosure by the Authority, second by Mrs. Crossen.**

Roll Call:

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

**Motion moved and approved.**

Mr. April stated that in Executive Session, the Board discussed bids for solar panels for the Wildwoods Convention Center, and those bids exceeded our consultants cost estimate in part because of ambiguity as it relates to the roof.

In Executive Session we put the cost, which will remain sealed in Executive Sessions Minutes at least until the contract is awarded. Mr. April prepared a form of resolution, and read the resolution into the minutes:

**Whereas, the Greater Wildwoods Tourism Improvement and Development Authority (GWTIDA) received bids for solar panels on the roof of the Wildwoods Convention Center, and;**

**Whereas, the GWTIDA staff and consultant have recommended rejection of all bids and rebidding for the following reasons:**

- a) the bid specifications were ambiguous and unclear as to the requirements for roof replacement causing confusion;
- b) the bids exceeded the amount of the consultant's estimates as it relates to roof replacement.
- c) GWTIDA reserved the right to reject all bids.

Now, therefore be it resolved by the Board of Directors of GWTIDA that the bids for solar panels on the roof be and hereby are rejected.

Be it further resolved that the GWTIDA staff and consultant shall revise the bid specifications and rebid the project.

**Mrs. Erceg made the motion as stated above, second by Mr. Johnson.**

Roll Call:

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

**Motion moved and approved.**

**G. Any matter of immediate attention**

The next GWTIDA Board Meeting will be held on Thursday, September 23, 2010.

**H. Motion to Adjourn**

**Mr. Johnson made a motion to adjourn, second by Mrs. Erceg.**

Roll Call:

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

**Motion moved and approved.**

Respectfully Submitted,

Fran Feketics  
Board Secretary