

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

REGULAR MEETING, THURSDAY, DECEMBER 16, 2010

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	Present via phone
Mr. Johnson	Present	Mr. Reidenbach	Present
Mr. Morey	Present	Mr. DelMonte	Present
Mrs. Crossen	Present	Ms. Ostrander	Absent
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.

A. Approval of Minutes

Mr. Johnson made a motion to approve the minutes from September 23, 2010, second by Mr. Reidenbach.

Roll Call:

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

Motion was moved and approved.

Mrs. Crossen made a motion to approve minutes from November 18, 2010, second by Mr. Johnson.

Roll Call:

Mrs. Franco	Yea	Mrs. Erceg	Yea
Mr. Johnson	Yea	Mr. Reidenbach	Yea
Mr. Morey	Yea	Mr. DelMonte	Yea
Mrs. Crossen	Yea	Ms. Ostrander	Absent
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 – December 2010
- Finance Update – December 2010
- Housing Update – December 2010
- Marketing/Public Relations Update – December 2010
- Sales Update – December 2010
- SMG Update – December 2010
- WellBread Update – December 2010

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

Mr. Lynch distributed the Booking Recap for April 2002-December 2010. In 2010, we had 167 groups, of which 32 were new. Event days totaled 225, which is a record for the building. We are at 61% year round occupancy. Convention center occupancy reviewed for 2010, and the GWTIDA Board was impressed. We will do all we can to make next year even better.

Mr. Johnson discussed PR Ad Value for the year, which totaled \$4,078,415.00. Website increase also discussed. Suasion reports are available for the board to review.

Mr. McNicholas discussed the 2% Tourism Tax History, and we are up \$250,000 over plan.

Mr. Siciliano discussed the 3rd Annual Family Holiday Celebration, including the parade and tree lighting. The entire event went very well and was very well attended. Over 35 gallons of hot chocolate and 900 cookies were distributed on Friday night. Saturday's event was great, and the crowd was also large. Overall, it is a very nice community event that people look forward to each year and is continuing to grow.

Correspondence/Communication: Nothing.

Motions: None.

D. Chairperson's Report

Committee Reports:

- **Buildings and Grounds** – Mr. Reidenbach stated that minutes were included in the packet. Railings for the Arts Package will be installed on Tuesday.
- **Finance** – Mrs. Erceg stated that there was nothing to add at this time.
- **Housing** – Mrs. Crossen stated that there was nothing to add at this time.
- **Staffing** – Mrs. Franco stated that minutes were included in the packet. Mr. Siciliano gave full report at that meeting of staff and we are very pleased with everyone we have on board.

Old Business: Nothing.

New Business: Nothing.

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.

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

Roll Call:

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

Motion moved and approved.

Respectfully,

Fran Feketics
Board Secretary

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

REGULAR MEETING, THURSDAY, DECEMBER 16, 2010

Part II – GWTIDA/Advertising and Promotions

A. Approval of Minutes

The Meeting Minutes from September 23, 2010 were approved.
The Meeting Minutes from November 18, 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 December 2010. There were no questions.

Mr. McNicholas reported that through October, we are 9% ahead in our 2% tax collections. By February, Mr. Siciliano and Mr. McNicholas will compare the 2% with the 1.85% to determine the comparison between room nights and food & beverage. We will be able to make a 3-year comparison. Mr. Johnson suggested that it be taken to the Appropriations Committee. Mrs. Franco stated that the Appropriations Committee will be resurrected in the New Year. Mr. Siciliano stated that in light of the unsuccessful attempt by the Greater Wildwood Hotel Motel Association to convince the State of NJ to do anything different, it may be time for us to look at where we are going. If this direction continues, we are seeing a loss of hundreds of thousands of dollars to the 2% tax and are no longer able to consider putting money back into Maintenance Reserve on an annual basis. We need to look at a long-term fix. Mrs. Franco stated that we may need to look at the collection process in towns. Maybe they need to start looking into enforcing their collections, as we pay them each \$30,000 per year to do so. Helping them will help us.

Mr. Reidenbach had questions regarding the 2011 Budget, tourism tax, which were answered by Mr. McNicholas. We did not know the budget in October, when it was submitted.

Correspondence/Communication – Nothing.

Motions:

Mr. Siciliano stated that we need to adopt the 2011 GWTIDA budget. It has been sent to Trenton, and the State reviews and signed off on it. We then do a budget adoption. Mr. Siciliano read the appropriate portions of the resolution into the minutes:

WHEREAS, the Annual Budget as presented for adoption reflects Total Revenues of \$2,823,000, Total Appropriations, including any Accumulated

Deficit, if any, of \$2,915,595 and Total Unrestricted Net Assets utilized of \$92,595; and

WHEREAS, the Capital Budget as presented for adoption reflects Total Capital Appropriations of \$-0-; and Total Unrestricted Net Assets planned to be utilized of \$-0-.

Mr. Johnson made a motion to adopt the 2011 Tourism Budget, as presented, second by Mrs. Crossen.

Roll Call:

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

Motion moved and approved.

Mr. Siciliano stated that the proposed 2011 GWTIDA Board Meeting Schedule needs to be voted on. The proposed meeting dates were discussed and show April's meeting falling on Holy Thursday and September's meeting falling on Firemen's Weekend. Due to these dates, the Board stated they would like to move April's meeting from the 21st to the 14th, and September's meeting from the 15th to the 22nd. There are no conflicts with any other month. If these proposed dates are accepted, they will be advertised and sent to each municipality on the island and print in the newspaper.

Mr. Johnson made a motion to approve the proposed 2011 GWTIDA Board Meeting Schedule, changing the April meeting from April 21st to April 14th, and changing the September meeting from September 15th to September 22nd, second by Mr. DelMonte.

Roll Call:

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

Motion moved and approved.

Mr. Siciliano stated that there is a need to approve the 2011 GWTIDA Holiday Schedule.

Mrs. Crossen made a motion to approve the proposed 2011 GWTIDA Holiday Schedule, second by Mr. DelMonte.

Roll Call:

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

Motion moved and approved.

Mr. Siciliano stated that there is a need to approve the bill list in the amount of \$783,731.20. Mrs. Erceg had questions on the bill list regarding the beach offset payment in the amount of \$213,669.56 to the City of Wildwood and their potential violation of our legislation. It was determined that Executive Session is needed to discuss this matter.

D. Chairperson's Report

Committee Reports:

Advertising: Mr. Johnson reported that the minutes of the Advertising Committee meeting on November 18th were included in the packet. There were no questions. Signature Communications met with the committee and were told we were not happy with the direction of the layout and pictures of the new advertising scheme. The committee gave Signature new direction moving forward. The committee is also looking at their circle of advertising. We may pull out of Pittsburgh, as the return is not as great as the committee would like it to be. Return on Canadian advertising has been tremendous. In January, Signature will be back to show their new proposed advertising scheme. The season is not as good as it used to be, so we are starting to concentrate some of our advertising into the season itself. This is a transition year for us, and we are putting the FREE aside, and are looking more to boast all of the accolades we have here. Next year, we will be putting out a new RFP and could have a new advertising agency. Events are being reviewed and we want to be sure that all events are living up to its mission, reviewing their dollars. Contracts will be re-evaluated, and new events are also being presented. Memorial Day Weekend event with the Vietnam Memorial Wall could be a real plus for us and an Air Show is also being looked at. Ocean City, Maryland and other TV ads were discussed. The Wildwoods have to step it up and be creative, as we do not have the money that other destinations have. We are looking at how we can reach out with what money we do have.

Mrs. Franco discussed the addition of an Entertainment/Sales Committee. The Mission Statement is currently in the process of being done, and this will be an enhancement to what sales is about. The committee will meet with Mr. Siciliano and Mr. Lynch after the New Year.

- **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. Morey stated that there is nothing further to report.
- **Housing:** Mrs. Crossen stated that there is nothing further to report.

Old Business – Nothing.

New Business – Nothing.

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

Motion moved and approved.

Mr. April stated that in Executive Session, a lengthy discussion regarding payment of the voucher for the City of Wildwood took place. No formal action was taken.

Mr. Montello made a motion to approve the bill list in the amount of \$783,731.20, second by Mr. Morey.

Further discussion ensued.

Mr. Montello made a motion to remove voucher #1001318 to the City of Wildwood in the amount of \$213,669.56, second by Mr. Morey.

Roll Call:

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

Motion moved and approved.

Mr. Morey made a motion to pay the bills in the amount of \$570,061.64, second by Mr. Montello.

Roll Call:

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

Motion moved and approved.

Mr. Morey made a motion to pay voucher #1001318 to the City of Wildwood, subject to certain conditions, second by Mr. DelMonte.

Conditions were discussed and clarified. If conditions are not met, the City of Wildwood does not get paid. Clarification of issue of legislation discussed. Actions and practices of parking on the beach in 2010 will not be pursued in 2011; rather a parking plan as identified in Vision 2015 Plan will be cooperatively pursued and will not be inconsistent with legislation. Conditions also include that both the City of Wildwood OR any agent of the City of Wildwood, will not park on the beach. The City of Wildwood must agree to these conditions or they will not get paid. Mr. DelMonte expressed some concerns regarding the matter. A form of letter will be drafted by the Executive Director and circulated to all Board Members for their review.

Roll Call:

Mrs. Franco	Yea	Mrs. Erceg	Yea
Mr. Johnson	Yea	Mr. Reidenbach	Nay
Mr. Morey	Yea	Mr. DelMonte	Yea
Mrs. Crossen	Yea	Ms. Ostrander	Absent
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, January 20, 2011.

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

Roll Call:

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

Motion moved and approved.

Respectfully Submitted,

Fran Feketics
Board Secretary